



July 12, 1971

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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

Cable in wake of Washington week: ready, willing, still waiting
Texas license-renewal pacts reflect nationwide activism
Both sides marshal votes for Stanton-Staggers showdown
FCC-bound Charlotte Reid: conservatism never looked so good

For AP Members Only

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THE ASSOCIATED PRESS

The Great TV Movie Contest

Sure, you know who played the title role in *Madame Curie*.

But do you remember who played her husband?

If you do, you're either (a) over 35, (b) a late show addict, or (c) married to a late show addict.

In any case, you've got a good chance to win a nifty prize in MGM-TV's Great TV Movie Contest.

Answer the 20 questions based on the more than 1200 movies in the MGM Library of Great Films. If you get them all right, you'll win a copy of "Films in America 1929-1969" (published by Golden Press), inscribed with a testimonial to your movie expertise.

Of course, if you're involved in the programming of movies for television, most of the questions should be easy for you. (The more you know about available films, the better equipped you are to program effectively.)

But be careful. They're not all as easy as they look.

If the official contest form is missing from this copy, write us or call an MGM-TV Sales Office, and we'll get one to you.

Answers must be printed or typed. Answers written in longhand and misspelled answers will be counted as wrong answers. Decisions of the judges will be final.

Mail your entry to The Great TV Movie Contest, P.O. Box 1200, Blair, Nebraska 68009. All entries must be postmarked not later than August 5, 1971, and be received by August 12, 1971. Winners will be notified by mail.

Entries become the property of MGM-TV. This contest is subject to all federal, state and local regulations. And is void where prohibited by law.

Oh, and one more thing:

Movies are still the best buy in Television.



MGM TELEVISION

1350 AVENUE OF THE AMERICAS (212) 262-2727

The MGM-TV Official Movie Contest Entry Form.



1. What is the name of the place these three people are searching for?

A: _____

2. In what MGM film do James Mason, John Gielgud, and Edmond O'Brien gang up to kill Louis Calhern?

A: _____

3. Who plays the Marquess of Frinton, the first owner of *The Yellow Rolls-Royce* (MGM 1965)?

- ☐ Ingrid Bergman
☐ Rex Harrison ☐ George C. Scott

4. A hilarious MGM film concerns the invention of an amazing elasti-glass windshield by one of the screen's great comics. In the film, what is his occupation?

- ☐ Brush salesman
☐ Photographer ☐ Cab driver



5. Blackie Norton, Duke Bradley, and Flint Mitchell are characters played by this great MGM star. Who is he?

A: _____

6. Sean Connery and Van Johnson star in MGM's 1958 adventure drama, *Action of the Tiger*. The title is a quotation from Shakespeare's:

- ☐ Richard III
☐ Henry V
☐ Macbeth

7. *The Magnificent Yankee* (1951) is about what famous American?

- ☐ Mark Twain
☐ Oliver Wendell Holmes, Jr.
☐ Lou Gehrig

8. Margarita Carmen Cansino is the original name of:

- ☐ Anne Bancroft
☐ Rita Gam ☐ Rita Hayworth

9. Emlyn Williams appears in an MGM film about one of the most celebrated trials in history. Whom does he play?

- ☐ Emile Zola
☐ William Jennings Bryan
☐ Cardinal Wolsey

10. Who played the original *Young Dr. Kildare* (MGM 1938)?

- ☐ Lionel Barrymore
☐ Lew Ayres ☐ Ralph Bellamy



11. In this important MGM film, Glenn Ford plays a school teacher. What nickname do the kids give him?

A: _____

12. What Oscar-winning MGM movie drew the largest single television audience of any film ever shown on TV?

A: _____

13. *The Outrage* (MGM 1964), starring Paul Newman, Laurence Harvey, Claire Bloom, and Edward G. Robinson, is based on:

- ☐ Rashomon
☐ The Seven Samurai
☐ Hiroshima

14. What famous theatrical family accounts for all three leads in MGM's 1932 classic about the Russian Imperial Court?

A: _____



15. A film legend. Here she is playing:

- ☐ Anna Christie
☐ Susan Lennox
☐ Mata Hari



16. What movie is this scene from?

A: _____

17. What is the title of the 1956 MGM film biography that tells the story of a singer's successful fight against alcoholism?

A: _____

18. Which of these MGM films is *not* based on a book by Shirley Jackson?

- ☐ Julie (1956)
☐ Lizzie (1957)
☐ The Haunting (1964)

19. In 1932 Clark Gable made *Red Dust*. Years later, he starred in the remake, which is titled:

- ☐ Across the Wide Missouri (MGM 1951)
☐ Mogambo (MGM 1953)
☐ Betrayed (MGM 1954)



20. Who plays the title role in this heart-warming 1943 MGM film?

- ☐ Mickey Rooney
☐ Elizabeth Taylor
☐ The Horse

Name _____

Company _____

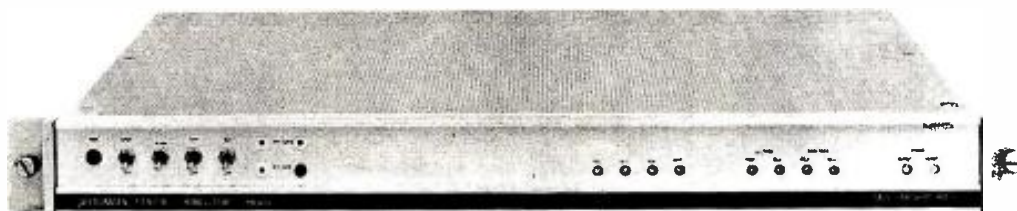
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City _____ State _____ Zip _____

Anyone is eligible to enter except employees of MGM: Hecht, Vidmet Advertising; D. L. Blair, an independent judging organization; and their families. Correctly spelled answers must be printed or typed on the official entry form, only one entry per contestant. All entries must be postmarked not later than August 5, 1971, and be received by August 12, 1971.

Mail to The Great TV Movie Contest, P.O. Box 1200, Blair, Nebraska 68009

hands off!



NOW THE CBS LABORATORIES COLOR CORRECTOR IS TOTALLY AUTOMATIC

CBS Laboratories has taken another giant step forward in color television broadcasting. The widely-acclaimed Color Corrector is now fully automatic. Adjust the controls once and forget it. The Color Corrector automatically guarantees uniform color balance of remote feeds from any part of the country. Automatically corrects variations from one camera to another, from one scene to another, or from film to tape. And automatically gives you

the big edge for viewer ratings and advertising dollars. When it comes to color broadcasting, nothing can touch the new CBS Laboratories Automatic Color Corrector 6000.

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A sense of anticipation gripped the National Cable Television Association convention delegates as they met last week in Washington. Still waiting for FCC action, they nevertheless struck a positive note. See . . .

Cable TV: life inside a status quo . . . 16

National Cable Television Association convention exhibitors note lots of looking but little action. The 'freeze' has apparently cooled the ardor of equipment buyers and wait and watch the FCC is the name of the game. See . . .

Delegates anxious to see, slow to buy . . . 28

A House subcommittee passes political campaign spending bill on a party-line vote as executive session results in Democratic majority victory. Full committee expected to move on measure soon. See . . .

Party vs. party on reform bill . . . 30

More rigorous enforcement of Federal Trade Commission advertising standards is expected in the coming months. Particular areas of concentration will be children's ads, food products and environmental messages. See . . .

Storm warnings from the FTC . . . 32

As Texas renewal time approaches, Dallas-Fort Worth minority coalition reaches accord with five stations it had charged with discrimination. Stations agree to hire more minority group members in news and public affairs. See . . .

New deal in Dallas-Fort Worth . . . 33

Political nature of the FCC is expected to swing further to the right next October, when Representative Charlotte Reid (R-Ill.), President Nixon's nominee for commission, replaces moderate-Republican Thomas Houser. See . . .

A tilt to the right on the FCC . . . 38

Noncommercial television is not living up to 'pluralism' suggested by Carnegie Commission in its 1967 report on that medium, charges Arthur L. Singer Jr., participant in Carnegie study. See . . .

Is an elite taking over ETV? . . . 40

Gordon McLendon's broadcast empire will be absent Bay Area KABL-AM-FM if FCC approves \$10.8-million transfer to Starr group. Announcement comes month after McLendon's sale of KLIF(AM) Dallas was disclosed. See . . .

Starr expands, McLendon reduces . . . 41

A vote could come this week in the CBS conflict with the House Commerce Committee over *The Selling of the Pentagon*. Criticism of the committee's recommendation for contempt proceedings comes from three fronts. See . . .

Staggers contempt move assailed . . . 42

UHF licensees are up in arms over FCC's proposal to reduce values of field-strength measurements for grade B contours, claiming economic disaster if revisions are adopted. But cable interests applaud measure. See . . .

Wherein lies the grade B contour? . . . 52

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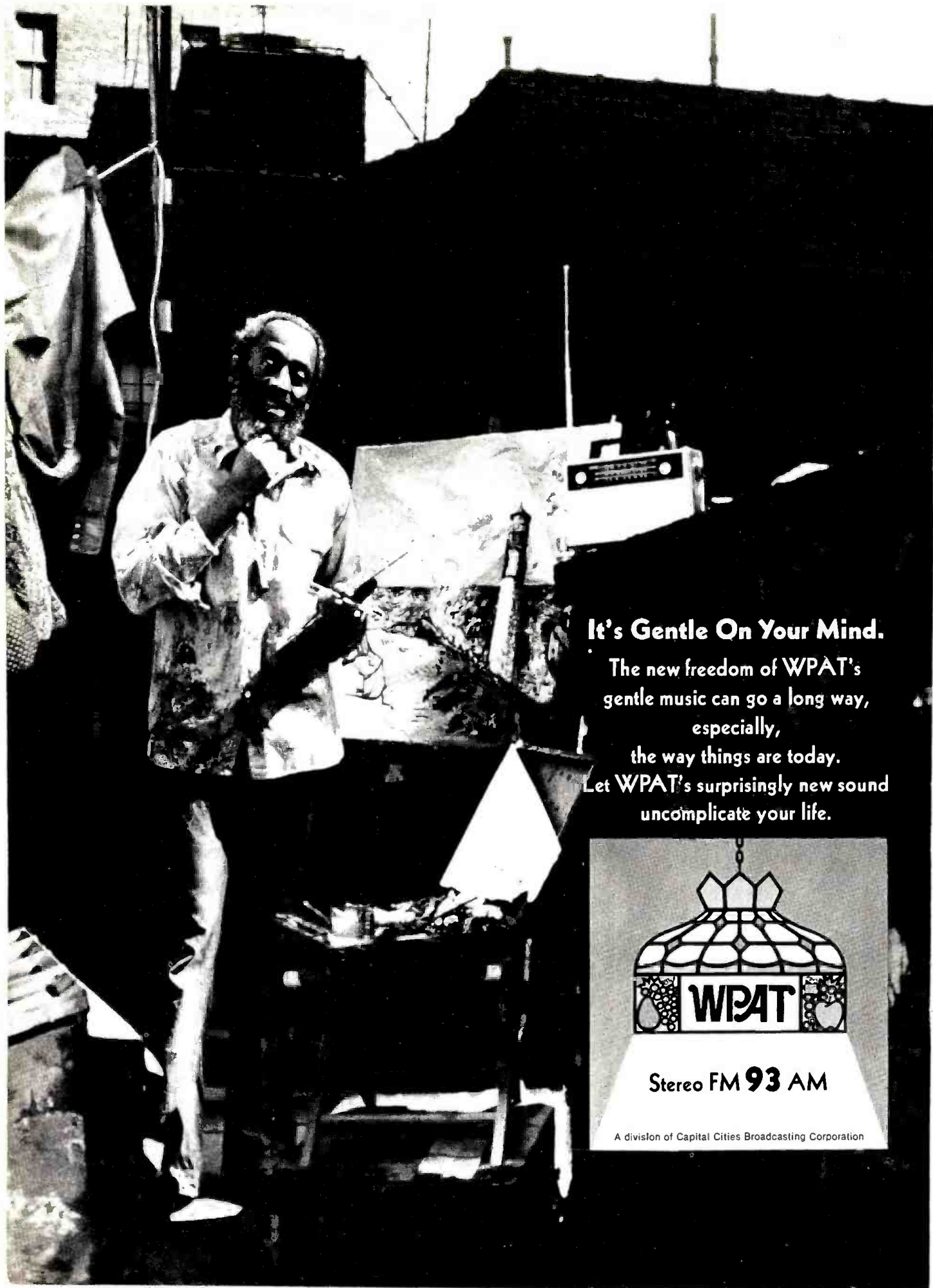
Broadcasting

July 12, 1971; Vol. 81, No. 2

Published 51 Mondays a year (combined issue at year end), by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington 20036. Second-class postage paid at Washington.

Subscription prices: one year \$14, two years \$27, three years \$35. Add \$4 a year for Canada and \$6 a year for all other countries. Subscriber's occupation required. Regular issues \$1 a copy. BROADCASTING YEARBOOK published each January, \$13.50 a copy; CATV SOURCEBOOK annually, \$8.50 a copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Department. On changes include both old and new address plus address label from front cover of magazine.



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gentle music can go a long way,
especially,
the way things are today.
Let WPAT's surprisingly new sound
uncomplicate your life.



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Coming crunch

Outcome of vote on citation of CBS and Frank Stanton for contempt of House—if it comes to vote—now looks less certain than it did week earlier ("Closed Circuit," July 5). Late last week poll of Democrats by assistant whips indicated majority opposing action. No similar poll of Republicans was available—though informal soundings of sentiment on that side turned up stronger leanings toward citation. William Springer of Illinois, ranking Republican on Commerce Committee, has been vociferous in his support of Chairman Harley Staggers (D-W. Va.) in determination to take contempt issue all the way.

There were behind-scenes efforts to deter Mr. Staggers from showdown. Venerable Emanuel Celler (D-N.Y.), chairman of Judiciary Committee, is known to have attempted to head off floor fight—but had made no progress at end of last week. Number of "Dear Colleague" letters, one signed by 20 Democrats, urged members to oppose citation.

Conservative concern

There's increasing talk among some NBC affiliates about devising ways for individual stations to "balance" what they feel to be liberal slant in NBC News reporting and analyses. Subject was discussed during NBC-TV affiliates convention last May, has gained attention since then. So far no joint action is discernible.

Redoing NAB

When newly formed executive committee of National Association of Broadcasters meets in Washington July 22 for first monthly session it probably will act on reorganization of executive staff to fill gap created when Paul Haney ends his six-month tenure as executive vice president, public relations. President Vincent T. Wasilewski is pondering internal reassignments in manner that would permit him to devote more of his time to top-level legislative and regulatory activities.

To be discussed with executive committee will be restructuring involving likely transfer of Executive Vice President Grover Cobb from station relations, with Staff Vice President Bill Carlisle assigned to station relations and Vice President James H. Hulbert shifted from assistant to the president to public relations under Mr. Cobb.

Nearing decision

FCC may be in position to take all but final action on CATV rulemaking package by end of this week. At time CATV industry representatives were departing Washington at conclusion of convention Friday afternoon (July 9), FCC staffers were finishing work on CATV documents that will serve as basis for commission consideration in three days of meetings scheduled for this week. Documents cover distant signals, public-access channels, technical standards and state-federal relations in CATV regulation, and they were put together in form of final order.

It is unlikely that commission will accept them without change, but sources feel it would not be surprising if commission were in position by weekend to give final instructions. Thus it would appear that commission will meet its commitment to Senator John O. Pastore (D-R.I.) to submit all but signed order on CATV to Senate Commerce Committee before Congress recesses on Aug. 6.

Fright pays

Cox Broadcasting Corp.'s first venture into movies is smash success commercially, though critics have paid little attention to it. Breaking box-office records in several markets is "Willard," horror film produced by Cox subsidiary, Bing Crosby Productions, and released by Cinerama. Cox put up front money, about \$1 million, on guaranteed return—which, according to present projections, will be far exceeded. It's about to make same sort of deal for second venture, probably "Willard" sequel.

Open race

Several thousand CATV industry representatives managed to convene in Washington last week without, apparently, adding to list of names figuring in speculation over successor to Donald V. Taverner as president of National Cable Television Association. As was case month ago ("Closed Circuit," June 14), three names were being bruited about—those of Bruce Lovett, former NCTA general counsel now with American Television and Communications Corp., Denver; Robert Button, director of government relations, Communications Satellite Corp., and Sol Schildehouse, chief of FCC's Cable Television Bureau.

None of those three has made noticeable attempt to take himself out of con-

tention. Other names are expected to emerge before NCTA is ready for final decision. Mr. Taverner's term runs to end of 1971.

Cram course

Radio Advertising Bureau is close to full enrollment for school for radio salesmen it's conducting July 19-23 at Rutgers university, New Brunswick, N.J. RAB officials estimate 25 salesmen can be accommodated comfortably, say they already have about 20 enrolled (at \$425 each), many from group-owned or other big-market stations. Instructors will include Harry Sherman, industrial psychologist who collaborated with RAB in developing course; President Miles David and other RAB officials, and agency and business experts such as Ed Fleri, manager of spot buying for BBDO, and Joe Rowen, vice president of National Retail Merchants Association. If school is judged successful, RAB says it probably will conduct one on West Coast later in year.

Honeymoon over

Reports persist that Motorola, currently exclusive U.S. manufacturer licensed to produce CBS EVR (electronic video recording) players, is disenchanted with EVR. But Motorola says it doesn't go that far. Officials say they have encountered start-up problems to be expected with any new technology and accordingly are several months behind where they had planned to be by now, but that "several hundred" units have been built and delivered in U.S. and "several hundred" others delivered overseas.

They decline to give production figures but say they are currently well above industry speculation of 10 units per day. Their exclusive U.S. license expires in January 1972, but they recently took nonexclusive worldwide license and say they will definitely continue U.S. manufacture on nonexclusive basis after exclusivity runs out.

Putting out bait

To encourage production and use of effective radio commercials, CBS Radio Spot Sales is reported to have approached several leading commercial producers with offer to underwrite half of cost of producers' development fees for clients it refers to them. CBS is prepared to invest up to \$500 on development cost of each commercial. It's understood that at least three top firms have accepted offer; details of initial projects are expected soon.

Copyright meeting: no answers at all

Broadcasters, cable operators and program owners met Friday (July 9) in Washington to test chances of finding common approach to copyright legislation affecting CATV. They got nowhere.

In formal statement issued afterward meeting was described as "useful," but it was added that no future meetings had been scheduled.

Broadcasting representatives were Vincent T. Wasilewski, president of National Association of Broadcasters; Paul Comstock, executive vice president, NAB; A. Louis Read (WDSU-TV New Orleans), chairman of NAB television board, and Jack Harris (KPRC-TV Houston), who was chairman of NAB committee that negotiated for some time with cable interests and copyright owners without reaching agreement. Mr. Harris is also president of Association of Maximum Service Telecasters, militant opponent of wired-nation concept, but was not representing that organization at last Friday's event.

Broadcasters were said to have closely questioned provisions in agreement made several weeks ago by National Cable Television Association and Committee of Copyright Owners (BROADCASTING, June 21). Principal points of that agreement were that CATV systems everywhere be allowed to carry minimum of three network stations, three independents and one noncommercial, that cables in top-50 markets protect exclusivity in broadcast contracts with program distributors, and that CATV's take out compulsory copyright licenses, with fees to be negotiated.

Three-three-one formula of station carriage is more generous to CATV than one proposed week earlier by FCC (and still awaiting final action). Some broadcasters think it too generous.

Last Friday's meeting, held at headquarters of Motion Picture Association of America, lasted from 9 a.m. to noon. One participant described it as friendly, another as "informational." Clearly it stopped far short of negotiation. In formal statement it was said discussion covered copyright protection, overlapping markets, leapfrogging and distant signals—all gut issues in dispute between broadcasters and cable interests.

Representing cables were Alfred R. Stern (Television Communications Inc., New York), chairman of copyright committee of National Cable Television Association; Gary Christensen, general

counsel of NCTA, and Robert Beiswenger, president, Jerrold Electronics, Philadelphia, former NCTA chairman.

Meeting was suggested by David H. Horowitz, vice president and general counsel of Columbia Pictures Industries, New York, representing Committee of Copyright Owners. Also from same side were Jack Valenti, president of motion-picture association, and Burton H. Hanft, consultant, Paramount Pictures.

NCTA's search for a new president

National Cable Television Association board of directors was scheduled to discuss composition of its presidential selection committee at meeting in Washington Saturday (July 10).

At news conference late Friday (July 9), new NCTA chairman John Gwin said he supported committee as chosen by outgoing chairman Ralph Demgen, but left open possibility that additions to list might be made.

Rough timetable for selection of president to replace Donald V. Taverner is expected to emerge this week.

NCTA board will contain new faces: Robert Tarlton, Panther Valley Television Co., Lansford, Pa.; Charles Henry, Badger CATV, Iron Mountain, Pa.; Bill Karnes, National Trans-Video, Dallas; Edward Allen, Western Communications Inc.; Rex A. Bradley, Telecable Corp., Norfolk, Va.; David Brody, Jerrold Corp., and Robert McGinty, Atlantic Coast TV Cable Corp.

Final door on Taverner case was closed late in convention when members voted to terminate further consideration of matter.

As named last month (BROADCASTING, June 28), committee comprised Messrs. Demgen, Allen, Karnes, as well as Polly Dunn, Columbus TV Cable Corp., Columbus, Miss.; James Klungness, Badger CATV, Iron Mountain, Mich.; Robert H. Symons, Teleprompter Corp., New York, and Robert Weary, Junction City Television Inc., Junction City, Kan.

More lumps for Stagers

Radio Television News Directors Association, Sigma Delta Chi, professional journalism society, and International Radio and Television Society have all urged House to reject contempt-of-Congress recommendation against CRS and its president, Frank Stanton (see page 42).

In letter to House members, RTNDA

contended that nature of Commerce Committee's inquiry "cannot serve any constitutional legislative purpose." It said it takes no position on contents of *The Selling of the Pentagon* program, "but neither, we submit, should the Congress."

Congressional investigation of this nature, RTNDA said, will inhibit broadcast journalists. And, it pointed out, FCC has found no deliberate slanting or distortion in program and no violation of fairness doctrine.

Sigma Delta Chi said approval of citation "would be a severe blow to our cherished constitutionally guaranteed freedom of the press, of which broadcast journalism is an integral part." Government snooping into nonbroadcast material will "intimidate and harass all newsmen in the future," it said.

IRTS sent letters to 79 congressmen urging defeat of contempt citation. Signed by Max E. Buck, president of society, letter classified House Commerce Committee action as dangerous interference with public's access to news.

"At a moment when the Supreme Court has upheld the right of the people to an unobstructed flow of information," letter states, "the contempt citation has the effect of dropping a curtain of intimidation around the broadcast news. The First Amendment, reaffirmed by the courts, is now threatened by congressional committee." Mr. Buck further stated that 21 House members have called committee's action "an encroachment on civil liberties that cannot be tolerated."

Nader will zero in on Comsat, satellites

Ralph Nader's Center for the Study of Responsive Law will conduct investigation this summer into activities of Communications Satellite Corp. and satellite industry in general.

Mr. Nader said study, which will be conducted by group headed by Michael Kinsley, student at Harvard University, will attempt to determine whether satellites' potential is being fully developed in public interest. "There is evidence," Mr. Nader said, "that the growth of communications satellites has been slowed to protect the landlocked investment of AT&T, which is Comsat's largest stockholder." He said decision by FCC and activities by Comsat itself "indicate a greater concern for the continued profitability of the traditional

communications common carriers than for the public interest."

Among issues to be investigated, Mr. Nader said, is AT&T's alleged continued laying of outmoded transoceanic cable at profit "guaranteed" by government regulation. Study will also relate to FCC's forthcoming decision on satellites, and its relation to CATV and public broadcasting, spokesman for Mr. Nader's group said.

As "a government created corporation profiting from the space technology developed at public expense and largely protected from competition," Mr. Nader said, Comsat has responsibility "to develop the resources of space for the benefit of all the taxpayers . . ."

Evers's past steps into WLBT present

New aspect was added last week to hearing involving competing applications for channel 3 Jackson, Miss., when FCC's review board ordered character qualification issue against Charles Evers, principal of one of applicants, to be added to proceeding.

Mr. Evers, civil-rights leader and mayor of Fayette, Miss., and independent candidate for governor of Mississippi, is vice president and 9% stockholder of Civic Communications Corp., applicant for channel vacated by Lamar Life Broadcasting Co. when it lost its license for WLBT(TV) Jackson. WLBT is now being run by interim operator, pending outcome of comparative hearings. Lamar is also one of competing applicants; others are Dixie National Broadcasting Corp., Jackson Television Inc., Channel 3 Inc. and Civic.

Additional issue now to be debated

in hearing already in progress is whether CCC is qualified to be licensee in light of Mr. Evers's revelations that he participated in certain illegal activities years before he emerged as civil-rights leader. These disclosures were made in his autobiography, "Evers," which was published last April. Other applicants for channel 3 asked commission to add qualification issue following *Washington Post* review of book, in which Mr. Evers states he had run house of prostitution, participated in numbers racket, illegal selling of liquor and police payoffs during his World War II military service and in Chicago after war (BROADCASTING, May 17).

In adding character issue to hearing, review board said more than Mr. Evers's past alleged violations should be considered. It said Civic should be able to refer to "countervailing" circumstances in Mr. Evers's background, "including Mr. Evers's subsequent adherence to law and exemplary conduct."

Onward and upward

Television viewing for first half of 1971 climbed to record high of six hours, 12 minutes from six hours, five minutes in corresponding period of 1970, according to figures compiled by A. C. Nielsen Co. and released today (July 12) by Television Bureau of Advertising. TVB said figures cover daily viewing by average household.

Norman E. (Pete) Cash, TVB president, said announcement of all-time viewing will be sent to all TV stations to run on their own air, adding "we know that this kind of positive story will not reach our viewers and advertisers through competitive news media." Indicative of increase in TV viewing,

Mr. Cash said that in 1962, average viewing per day was five hours, six minutes.

Money for cable study

National Science Foundation has given \$124,300 one-year grant to Center for Policy Research, New York, to study uses of CATV as means of communication and decision-making on community level. Television networks and cable TV also will be compared to see how they either duplicate or complement each other. Professor Stephen Unger, Columbia University School of Engineering and Applied Study, and Dr. Amitai Etzioni, director of center and professor of sociology at Columbia, will conduct study.

\$1 million for Ohio AM-FM

FCC's Broadcast Bureau has granted sale of WIMA-AM-FM Lima, Ohio, from Northwestern Ohio Broadcasting Corp. to James E. Meredith, Les C. Rau and others for \$1 million. Selling firm is licensee of WIMA-TV Lima. Messrs. Meredith and Rau are officers of Lima Cablevision Co., CATV operator in that city. Mr. Rau is also affiliated with two other cable companies in Ohio: Marion Ohio CATV and CATV of Ohio Valley. WIMA(AM) is on 1150 khz with 1 kw; WIMA-FM operates on 102.1 mhz with 15 kw and antenna 250 feet above average terrain.

WHDH won't give up

WHDH Inc. has gone to Supreme Court second time in continuing battle to hold on to license for WHDH-TV (ch. 5). WHDH last week asked high court to reconsider its denial of WHDH's petition for review of FCC order denying WHDH-TV's license-renewal application in favor of Boston Broadcasters Inc.

WHDH based its request on decision of U.S. Court of Appeals in Washington invalidating FCC's policy statement on comparative hearings involving renewal applicants. Decision was issued on June 11, three days before Supreme Court denied WHDH's petition for review. WHDH said that decision, in its treatment of commission's action in WHDH case, differs markedly in several respects from treatment different panel of same court gave that action in upholding it on appeal. It noted that while lower court, in upholding WHDH decision, said circumstances of case made it unique, other panel in overturning policy statement held that commission's decision in WHDH case was applicable to all renewal proceedings.

That decision, WHDH said, would leave all multi-media owners, like itself, vulnerable to challenge at renewal time.

Week's Headliners



Mr. Mangrum

Miles Mangrum, Detroit educator, appointed to general staff of Storer Broadcasting Co., Miami Beach, Fla., as general executive and coordinator in charge of employee development and training programs. Mr. Mangrum's duties will place special emphasis on minority-employee recruitment, and

will include involvement in community affairs as Storer stations relate to the communities they serve. Mr. Mangrum, who served part time at Storer's WJBK-TV Detroit, will headquarter in Detroit.

Chase Morsey Jr., executive VP, finance and planning, RCA, New York, elected director. Before assuming his present post on July 1, Mr. Morsey served as executive VP, operations staff, and as VP-marketing. Mr. Morsey joined RCA in January 1968.

William C. O'Donnell, VP, CBS Radio and general manager, CBS-owned WBBM-AM-FM Chicago, elected VP, CBS Television Stations and appointed general manager, KNXT(TV) Los Angeles. Mr. O'Donnell succeeds Ray L. Beindorf, named executive VP, CBS-TV Stations (BROADCASTING, June 28).

Line forms to the South

EDITOR: Georgia broadcasters hold varying points of view regarding the quality of material used in [CBS's] *The Selling of the Pentagon*. However, they stand united in favor of a free press and for broadcast journalism unhindered by governmental second-guessing.

The president of CBS now faces the possibility of a \$1,000 fine and a one-year sentence if found guilty of contempt of Congress. I am today starting a roster bearing the names of radio and television broadcasters (my own name at the top) who would be willing to serve one full day of Dr. [Frank] Stanton's jail sentence in the inconceivable event that he is found guilty and sentenced.

I would hope that broadcasters from Maine to California would write to have their names added to the list.—*Bert H. Hatch, executive director, Georgia Association of Broadcasters, Atlanta.*

More about Radio '71

EDITOR: I have done a lot of thinking about your recent Radio '71 feature in *BROADCASTING* [June 21], and want first of all to congratulate you on recognizing the importance of radio as a contemporary communications and advertising medium. However, I am deeply disappointed that despite the apparent comprehensive nature of the report, two significant facets of broadcasting were not treated at all.

Nowhere is there mention of the increased importance of the radio editorial. This device alone has created for many radio broadcasters a greater respect as a responsible medium, as well as an influential one. Neither is there mention of radio's sizable commitment and investment in community involvement. There are literally hundreds of community action programs being conducted by radio broadcasters in areas completely overlooked by other media. Indeed, it may even be safe to say that in many ways radio has become the activist medium in the area of community involvement.—*John T. Murphy, president, Avco Broadcasting Corp., Cincinnati.*

EDITOR: I thoroughly enjoyed your special report on Radio '71. But I find it hard to believe that you completely left out "black radio" in your report. There is no format in radio today that completely serves its audience the way black radio does. It is the most community-minded and community-involved format in existence. It is also the

medium that does the very finest job in reaching its specialized area. In other words, there is no better way to reach the black community than with black radio. It also has undergone such a formidable change in its sound and presentation that to leave it out of a radio report is to be truly "tuned out."

—*Allan J. Eisenberg, general sales manager, KATZ(AM) St. Louis.*

(Mr. Eisenberg is right)

EDITOR: Many thanks for the space you devoted to my philosophy and accomplishments in this great art known as broadcasting, in the article Radio '71. There is only one correction that should be made. I am no longer manager of WRFM(FM). This past March I turned the reins over to John C. Moler, formerly general manager of WHN(AM) New York and WIBG(AM) Philadelphia. I have returned to devoting my full efforts to my first love, programming, as president of Bonneville Program Services, which syndicates the programming that makes WRFM successful, and will soon announce other services. I am also vice president and the program consultant for Bonneville International Corp., parent of WRFM, which owns five other FM's, four AM's and two TV's.—*Marlin R. Taylor, New York.*

Concurring opinion

EDITOR: In your June 28 report of the Bilingual Bicultural Coalition's broadcast demands in San Antonio, you state that KENS-TV "accedes to the coalition's demands." I would appreciate the following clarification. The coalition presented a list of demands. Some were deleted because our attorney felt they raised legal problems, others because the station felt they were unworkable or not in the public interest. Other demands were felt to be in the legitimate interests of the Mexican-American community and consistent with good broadcast practice, and it was upon this basis that an understanding was reached.—*Wayne Kearl, president, KENS-TV San Antonio.*

Righting our wrongs

EDITOR: I would like to point out two errors in your June 28 "Changing Hands" column. In the item regarding the sale of WALL-AM-FM Middletown, N.Y., you state that Straus Broadcasting owns WGVA(AM) Geneva, N.Y. That station's sale was completed over a month ago. And WTLB(AM)'s sale to a local Utica group was completed on June 15.—*Paul A. Dunn, president-general manager, WTLB(AM) Utica, N.Y.* (We should have known better. Regrets.)



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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
TELEVISION

BROADCASTING, July 12, 1971

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Remember the imaginary weapon Orson Wells' invading Martians used to strike down earthly resistance? A deadly, all-killing pall of poisonous smoke.

Back in 1968, before "environment" and "ecology" were the popular subjects for public crusade that they are today, Detroit's "fresh air" wasn't quite up to Martian standards, but it was gaining, and becoming more serious all the time. Storer's Detroit television station, WJBK-TV, did not procrastinate, but opened fire on air pollution

without delay, implementing an intensive program to spell out just how bad the situation was becoming. An ingenious use of time-lapse photos showed the constancy of pollutants, and periodic reports of the city's "MURC-Index" measured their alarming density. Now many others have followed the lead.

And when Storer stations speak out, people listen. Climaxing a barrage of editorials, news features, in-depth reports, WJBK-TV recently staged a live studio program with a panel of experts to answer telephone

questions. It took 25 operators to handle the calls. Concerned citizens talking to a concerned television station about mutual problems.

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Detroit WDEE	Cleveland WJW	New York WHN	Miami WGBS	Los Angeles KGBS	Toledo WSPD

Datebook

A calendar of important meetings and events in communications

■Indicates first or revised listing.

July

July 11-13—Meeting, *South Carolina Broadcasters Association*. Ocean Forest hotel, Myrtle Beach.

July 12—New deadline for reply comments on application for, and FCC's rulemaking proceeding concerning, domestic communications satellite systems in 4 and 6 ghz bands or utilizing higher frequencies (extended at request of GTE Communications and MCI Lockheed, from June 9) (Doc. 16495).

■July 12-16—Commercial music seminar, sponsored by *National Academy of Recording Arts and Sciences*. Sessions will deal with songwriting, publishing, licensing, contract, unions and other topics. Theater Activities building, Georgia State University, Atlanta.

July 13—Annual stockholders meeting, *Taft Broadcasting Co.* Kings Island, Kings Mills, Ohio.

■July 13-15—Hearings by House Administration Committee's *Subcommittee on Elections* on proposed political-spending legislation. 2 p.m. in Washington.

July 15-16—Annual general membership meeting, *California Broadcasters Association*. Del Monte Hyatt House, Monterey.

July 16—Board meeting, *Institute of Broadcasting Financial Management*. WGN Continental Broadcasting Co., Chicago.

July 19-20—Meeting, *New York State Broadcasters Association*. Otesaga hotel, Cooperstown.

■July 19-23—Radio Advertising Bureau one-week school for radio salesmen. Participants to live on campus at cost of \$425. New Brunswick, N.J., campus of Rutgers University.

July 22—Meeting on CATV and Community Development, sponsored by Morehead State University's *Appalachian Community Television Project*. Natural Bridge state park, Stanton, Ky.

July 22-24—Meeting of *Wisconsin Association of Broadcasters*. Abbey resort, Lake Geneva.

■July 30—Joint meeting, *North and South Carolina Associated Press Broadcasters Associations*, in conjunction with AP-sponsored Broadcast News Seminar for all stations in Carolinas. Guest speakers include: Tom Powell, president, APBA, and Gerald Trapp, general broadcast news editor, AP. Downtowner (Coliseum), Charlotte, N.C.

August

Aug. 2—New deadline for reply comments in FCC's inquiry into children's TV programs (Doc. 19142). Previous deadline was June 1.

Aug. 2—New deadline for reply comments in two FCC proceedings: formulation of rules and policies relating to renewal of broadcast licenses (Doc. 19153); formulation of policies relating to broadcast renewal applicants (Doc. 19154). Previous deadline was June 3.

Aug. 18—New deadline for filing reply comments in response to FCC's further notice of proposed rulemaking on one-to-a-market rule (Doc. 18110) and crossownership of CATV and local newspapers (Doc. 18891).

Aug. 19-21—Fourth annual Radio Programing Forum, sponsored by *Billboard* magazine. Ambassador hotel, Chicago.

Aug. 20-21—Meeting of *Arkansas Broadcasters Association*. Arlington hotel, Hot Springs.

Aug. 22-25—54th annual meeting, *Association for Education in Journalism*. Meeting concurrently with *AEJ* is *American Association of Schools and Departments of Journalism* and *American Society of Journalism School Administrators*. University of South Carolina, Columbia.

Aug. 24-27—*Western Electronic Show and Convention*. Civic auditorium, San Francisco.

September

Sept. 9-11—Fall convention, *Louisiana Association of Broadcasters*. Monteleone hotel, New Orleans.

■Sept. 13—Hearings by *Federal Trade Commission* to explore impact of advertising on consumers, with special attention to TV advertising. FTC building, Washington.

Sept. 15-17—Fall convention, *Michigan Association of Broadcasters*. Featured speaker will be former FCC Commissioner Lee Loevinger, now Washington lawyer. Hidden Valley.

Sept. 23-25—Annual broadcasting symposium, sponsored by Group of Broadcasting, *Institute of Electrical and Electronic Engineers*. Washington Hilton hotel, Washington.

Sept. 23-25—Meeting, *Minnesota Association of Broadcasters*. Location to be announced.

Sept. 26-28—Meeting, *Nebraska Association of Broadcasters*. The Villager motel, Lincoln.

■Sept. 28—New deadline for filing comments in FCC proceeding involving proposed amendment of rules pertaining to field-strength curves for FM and TV stations, and field-strength measurements for same (consolidated proceeding). Previous deadline was June 28 (Docs. 16004, 18052).

October

■Oct. 1—New deadline for filing comments in FCC inquiry into performance of television receivers and location of FM transmitters to alleviate interference in TV reception (Doc. 19183). Deadline was extended from July 1.

■Oct. 3-5—Fall convention, *New Jersey Broadcasters Association*. Traymore hotel, Atlantic City.

Oct. 3-8—110th technical conference and equipment exhibit, *Society of Motion Picture and Television Engineers (SMPTE)*. Queen Elizabeth hotel, Montreal.

■Oct. 4, 12—Hearings by Senate Commerce Committee's *Subcommittee for Consumers* on Truth-in-Advertising Act (S. 1461) and National Institute of Advertising, Marketing and Society Act (S. 1753). Location to be announced.

Oct. 6-8—Meeting, *Tennessee Association of Broadcasters*. Sheraton hotel, Nashville.

Oct. 7-9—Meeting, *Massachusetts Association of Broadcasters*. Sheraton-Hyannis, Hyannis.

Oct. 14-15—First fall conference, *National Association of Broadcasters*. Regency Hyatt House, Atlanta. (For complete list of NAB's 1971 fall conference dates, see BROADCASTING, June 29, 1970).

Oct. 14-16—Annual birthday celebration and convention, *Grand Ole Opry*. Municipal auditorium, Nashville.

Oct. 17—1971 Japan electronics show, *Electronics Industries Association of Japan*. International Trade Fair grounds, Osaka, Japan. Information: Mamoru Tsukamoto, EIAJ, 437 Fifth Avenue, New York 10016.

Oct. 17-19—Meeting, *North Carolina Association of Broadcasters*. Grove Park inn, Asheville.

Oct. 17-20—Annual convention, *National Association of Educational Broadcasters*. Fontainebleau hotel, Miami Beach.

Oct. 20-22—Annual election of officers, *Indiana Broadcasters Association*. Ramada inn, Nashville, Ind.

■Oct. 22-30—Meeting, *International Film, TV Film and Documentary Market (MIFED)*. Contracts will be made for negotiating agreements in any branch of film production, co-production, financing and issue of import and export licenses made. Advance booking should be made to MIFED before Sept. 25. Largo Domodossola 1—20145 Milan, Italy.

November

Nov. 11-14—Sixth annual *Radio Program Conference*. Roosevelt hotel, New Orleans.

Major convention dates in '71

Sept. 27-29—11th annual conference sponsored by *Institute of Broadcasting Financial Management*. Regency Hyatt House, Atlanta.

Sept. 28-Oct. 2—Annual national conference and workshops, *Radio-Television News Directors Association*. Statler Hilton hotel, Boston.

Oct. 17-20—Annual convention, *National Association of Educational Broadcasters*. Fontainebleau hotel, Miami Beach.

Nov. 14-17—Seminar, sponsored by *Broadcasters Promotion Association*. Washington Plaza hotel, Seattle.

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Down to earth about advertiser syndication

Let me quickly attempt to dispel the impression that in advertiser syndication all is beauty and nothing is beast.

There are four basic purposes that syndication serves when employed by an advertiser as a specialized television vehicle. It can be used in place of spot weight or it can be used as a replacement for network activity if its line-up is sufficiently extensive. Even when this is not the case, syndication can function in terms of supplying regional emphasis. And finally, the selection of syndicated programming with a particular audience appeal can add extra emphasis for prime prospects.

Properly handled, syndication can have a number of advantages. These include flexibility in terms of program, market and station selection, and an editorial compatibility that results in an environment well suited to an advertiser's commercials, including the possibility of cast commercials. Also there is a cost control over escalating television rates as a result of being both supplier and user of the property. Moreover, it can be a very efficient buy, especially if the programming is purchased at an inexpensive price (as a result of being an off-network rerun, an overseas property or simply a low-cost production). And finally, there are the collateral benefits of merchandising opportunities, dealer co-op funds support, cassette rights, and so on.

But just as there are advantages to syndication, there are certain disadvantages as well. These include a generally lower reach due to lower ratings and a greater concentration rather than a dispersal of messages when the advertiser uses the program himself.

Then there is the difficulty of station clearances and the threat of having a smaller than desired line-up. There also is the need for front money to support the development of a pilot or to cover the initial cost of purchasing the shows—this, however, is not always a pertinent factor and can be avoided.

Another problem is trafficking and bicycling of the films to the various stations, which, of course, can be simplified if a special network is used. There is a disadvantage too in that the times in which a program will be aired can vary market by market.

So what then have been the reactions of the three most interested parties to advertiser syndication?

Some advertisers themselves accept

it as a great opportunity for selective programming at an efficient price, with cost control and other residual benefits. Others feel that the rating level is too low for the degree of effort involved. Despite the work level recognized by some, others conclude that the effort requires no additional compensation.

The station reps are sometimes concerned as to the loss of inventory for sale as a result of advertisers in effect buying directly by using syndicated programs for their commercials.

Stations generally welcome the opportunity to reduce their capital investments in programming but are also concerned with the number of advertisers who use this route as opposed to making cash purchases.

There's obviously a little bit of truth and a little of fantasy in all of this. There have been syndication proposals that have produced strong negatives and others that have been executed in a very positive manner.

At Young & Rubicam, we follow some very basic principles in constructing syndication opportunities for our clients.

First, the show is always purchased on behalf of our clients. Then we attempt to avoid or at least minimize up-front money for the pilot. We've been able to avoid it in almost every case by either using programming that was already in the can or by dealing with a producer who was willing to invest in his own program.

Also, we attempt to write a contract in which we pay the producer on a fixed ratio relative to the clearances achieved—and these clearances are subject to our approval whether or not we are distributing the show. At Y & R, the programming must have a uniqueness and offer something to the local station that is not simply repetitive of many other program availabilities.

Our final criterion is that the program must represent good audience potential, including a high density of product prospect and it must be priced at a rate that is appropriate. This factor, however, is often subverted by efforts to maximize efficiency via inappropriate station line-up extensions. This can then result in transforming a show that was ideally suited to certain particular local viewing patterns into an across-the-board flop.

Syndication is potentially a high-quality communications form of great value. It supposedly will be pushed even further in that direction by the FCC's prime-time access rule, which has as one of its motives the development of a more diverse programming supply. But the majority of efforts to date, however, have been strong on dollar implications and weak in terms of quality efforts.

Is advertiser syndication beauty or beast? I guess, like everything else, it's all in the eyes of the beholder. When we see what we like, we think it's beautiful.



This article was adapted from a presentation given recently before a workshop of the Association of National Advertisers by Joseph Ostrow, senior vice president and media director of Young & Rubicam, New York. Mr. Ostrow has been with the agency for 16 years in various capacities in the media department including buyer, senior buyer, media supervisor and vice president in charge of media planning. Mr. Ostrow attended Cornell University and holds a B.S. degree from New York University.

Cable TV: life inside a status quo

NCTA delegates depart Washington essentially the same as they arrived: weary of waiting, still hoping for the best

The man who best expressed the unofficial theme of last week's National Cable Television Association convention could hardly have been less concerned about memorable phrases at the time. Herbert A. Jolovitzi, NCTA's director of government relations, was giving a small group of cable operators a relaxed, off-the-cuff briefing on the current legislative situation. Without appearing to think twice about it, he summed up the convention before it had really begun. "We have two main goals right now," he said. "FCC: Do what you said you'd do. Pastore: Don't hold them up after they do it."

That was what most of last week in Washington was all about. Cable television operators—practically numb from years of being called "on the verge," "on the brink," "about to happen" or whatever—for once were able to come to their annual convention with genuine hope of meaningful government action. They could reasonably anticipate, and not just speculate, that the next few months would free them to break into the major markets in a big way, to import at least some distant signals into those markets, and perhaps to begin achieving the dimensions so grandly predicted for them. They heard encouraging words from government officials, gave each other pep talks in workshop sessions and permitted an undercurrent of excitement to ripple through the Sheraton-Park hotel. All this they did in record numbers; there were 4,500 official delegates to last week's Washington conclave. (The National Association of Broadcasters, by comparison, had 5,000 delegates to its Chicago convention earlier this year.)

Yet the doubt remained. The cablemen, after all, were *still waiting*. Promised FCC action had been made public, but not final. Congress had yet to make entirely clear what role it will play. As, indeed, had the White House. The cable-television industry left Washington as it had arrived—on the brink.

In a sense, the formal conclusion of this year's NCTA convention will come in a few weeks, when the FCC once again appears before Senator John O. Pastore (D-R.I.) and his Senate Communications Subcommittee. Last month,



Taverner:

"A key problem in the delays, in the lack of acceptance of the [CATV] industry, in its failure to inspire confidence in some government circles, and in the success of some broadcasting industry people in stymieing cable's growth, has been within our own industry . . . We just seem to have been unable to rise above parochial concerns . . . to face opportunities unseen since the Industrial Revolution brought such great advantage to people across the globe."

the commission went before that same subcommittee to sketch its plans for opening the major markets to distant signals (BROADCASTING, June 21). In its next appearance, the commission is to present the final version of that plan. Whether Congress will act or follow the commission's lead, whether the new White House committee on cable policy will affect the deliberations, whether the commission itself will produce a plan essentially identical to its preliminary one—these were the questions that precluded unqualified joy last week.

Nevertheless, there was reason enough for cablemen to accentuate the positive. There was Senator John L. McClellan (D-Ark.), chairman of the Senate Subcommittee on Patents, Trademarks and Copyrights, calling the present moment "a time for action," and urging the FCC to act promptly (see page 27).

There was Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy and chairman of the President's cable committee, assuring the delegates that it is not his intention "to cause the FCC to delay its proceedings, but rather to provide a different perspective on cable regulation . . ." (see page 26).

And there was FCC Chairman Dean Burch, who, although making it clear that service as well as profit would be expected from their industry, yet reaffirmed the commission's intention to act—and soon—on their most pressing regulatory priorities (see page 18).

The expressions of doubt were usually more muted. In the exhibit halls, a mood of caution prevailed (see page 28); there will apparently be no new era in cable construction until there is a new era in cable regulation. In some of the management sessions there were voices like that of John Cole, a Washington lawyer who said of the White House cable panel: "For the life of me, I cannot see what constructive purpose can be served at this late hour by such a study"—and went on to express his

fear that the committee might turn out to be yet another source of delay for cable.

There was another source of negativism, however, and it had only a tangential relationship to the governmental question marks.

The resignation last month of NCTA President Donald V. Taverner was accompanied by evidence of sharp internal struggle within the industry (BROADCASTING, June 14). The convention provided striking evidence that, whatever the government does, those differences will not soon be resolved.

A portion of that evidence was contained in the keynote address by Mr. Taverner himself. Its sternest expression, however, came in an unprecedented burst of bitter rhetoric by outgoing chairman Ralph Demgen. In a blistering finale to what had been a relatively quiet address, Mr. Demgen said "staff disloyalty" and a "small group of industry dissidents" had undermined the Taverner administration. Punctuating his remarks with high praise for Mr. Taverner's leadership, the chairman spoke harshly about the effects of the forced resignation.

"If the majority of our members are willing to stand by and allow this dreadful thing to happen," he said, "then as your outgoing chairman I will have to accept it. However, I feel you should be warned: NCTA has been hurt, and hurt badly—at a time when we can ill afford to be hurt—and unless we make up our minds here and now that our ship is to be run by the captain and not by a few dissident members of the crew, then perhaps the ship is better abandoned. . . ."

Mr. Demgen said he had "been warned by one of the dissidents" to expect a fight on the selection of a new president. The reference was assumed to be to Bruce Lovett of American Television & Communications Corp.—presently an NCTA board member and formerly NCTA general counsel—who was among the leaders in battling to unseat Mr. Taverner.

The outgoing chairman—who only recently resumed activity after suffering a heart ailment earlier this year—went on to say:

"I am fully aware that because of conditions over which I have no control, time may be running out for me. But so long as there is one breath left in my body, I shall fight. I am firmly resolved . . . that the policies of this organization and their implementation are not going to be planned by a dissident few in some Washington 'grog shop.'"

In a response to those who have criticized Mr. Taverner for an alleged lack of strong leadership in government affairs, the NCTA chairman said: "At



Demgen:

"If the majority of our members are willing to stand by and allow this dreadful thing [the resignation of President Donald Taverner] to pass without objection, then as your outgoing chairman I will have to accept it. However, I feel you should be warned: NCTA has been hurt, and hurt badly—and at a time when we can ill afford to be hurt—and unless we make up our minds here and now that our ship is to be run by the captain and not by a few dissident members of the crew, then perhaps the ship is better abandoned."

no time in our history have we been as strong as we are today or as close to realizing our objectives, and Don Taverner has played no small role in reaching this position."

Mr. Taverner resigned last month amid controversy over renewal of his contract. The NCTA board accepted the resignation by a vote of 11-to-9. His opponents criticized his direction both of industry affairs and of the association staff; his supporters, rejecting both those claims, charged in response that trade-association politics was solely responsible for his downfall.

Preceding Mr. Demgen to the podium, the NCTA president repeated what he had told the board last month: "I am disappointed. . . . However, my disappointment does not contain bitterness. This is a young, growing industry, and I wish you nothing but the best."

On the general subject of industry unity or the lack of it, Mr. Taverner had harder words. The industry's own battles, he said, have contributed to its difficulties with the government. "We have met the enemy," he said, quoting the cartoon character Pogo, "and they is us."

He enumerated the difficulties as follows:

"We just seem to have been unable to rise above parochial concerns, intra-organizational power plays, 'mom-and-pop' versus multiple-system-owner leadership and pure national trade-association politics to face opportunities unseen since the Industrial Revolution brought such great advantage to people across the globe."

Mr. Taverner said cablemen are winning their major battles—in spite of themselves. "However," he added, "our victories will indeed be short-term, short-lived unless we can clean our house, unify our efforts, make credible our intentions."

Not all of Mr. Taverner's speech was devoted to internal questions. Much of it dealt with the past year's accomplishments and with recommendations for the future. The NCTA president emphasized two areas: nonduplication and regulatory jurisdiction. The former, he said, "has obviously been designed to protect the established over-the-air broadcasting industry." He urged a new resolution of the problem.

Mr. Taverner's assessment of the regulatory problem was couched in tougher language. "I think it is imperative," he said, "that the FCC . . . pre-empt regulation of cable television. . . . The mish-mash of regulation—local, state and national—of CATV is a disgrace. . . . I see no need, or reason, for state regulation of cable television. I, on the other hand, do believe that the granting of franchises rightly belongs to the local government. Yet it is a matter of common knowledge that such franchise-granting sometimes is accompanied by less-than-ethical practices on the local scene. Therefore, it would make only good sense if, in granting of franchises, local governments were required to meet standards and guidelines set forth by the FCC."

"I repeat: Federal regulation of cable television is simply a must if this industry is to succeed on a long-range scale."

Among other voices heard at last week's convention was that of John M. Culkin, director of the Center for Understanding Media, who proposed at a luncheon speech a "kids' cable channel" to create a "new climate of quality programming for kids."

Mr. Culkin criticized conventional television for its performance in this area, commenting: "The networks have made a ton of money off the kids on

Saturday mornings by hawking expensive toys and questionable nutritional cereals." He proposed the establishment of a commission on the creation and operation of cable channels for children.

As is usually the case at conventions, the delegates bestowed awards upon one another. Most prominent among these was the first annual award for "outstanding achievement in inter-industry relations," presented to Alfred R. Stern, president and chairman of Television Communications Corp., New York, and Benjamin J. Conroy Jr., vice president of Communications Properties Inc. and a former NCTA national chairman. Mr. Stern was recognized for his leadership in successfully negotiating a copyright agreement with film-makers. Mr. Conroy has been the leader in conducting negotiations with AT&T on pole attachment rates, practices and procedures. He was also credited with leading the industry's growing fight against public ownership of CATV systems.

Another award was presented to Michael B. Arnold, manager of Allband Cablevision, Olean, N.Y., for "outstanding contribution through state and regional association."

New officers given formal approval by the NCTA membership were John Gwin, vice president, Cox Cable Communications, named national chairman; William J. Bresnan, vice president, Teleprompter Corp., named vice chairman; F. Gordon Fuqua, president of Electra Communications Inc., named secretary, and Robert G. Scallorn, manager of Del Rio Cable Corp., named treasurer.

Yet after four days of business as usual, talk of government and airing of industry differences, it was hard to remember that the formal theme of this convention was "CATV '71: The Second Generation." That upbeat title suggested an industry past its problems and into its fulfillment years. However near that day may finally be, the evidence throughout the convention halls was that it has yet to arrive.

Show your stuff, Burch tells NCTA

**A push from the chairman
for CATV to live up
to its promises**

FCC Chairman Dean Burch told the nation's CATV operators last week that the key to regulation of their industry is, in a real sense, in their own hands. Confine yourselves simply to moving signals around the country, and the response you get from the commission, he indicated, will be a cold one. Turn your facilities into the vehicles for "maximum service" of which they are capa-



Burch:

"Not sometime in the next century, or even in the next decade, but starting *now*. At this stage of the game, it's not promises that will get cable moving. It is performance—or, at the very least, building into every new system the *capability* for performing a great variety of non-broadcast services, if not tomorrow, the day after."

ble, on the other hand, and government's response will be generous.

And don't get the idea the commission's job of drafting basic CATV regulation will end when the commission finishes the project now scheduled for completion this summer, he told the CATV operators last Friday, at their convention in Washington. "The commission has not immersed itself in the matter of cable on a one-shot basis. . . . This will be a first, small step to get cable moving and, more important, to provide us with experience as to what it's capable of becoming."

The speech was a restatement with new emphasis of points he has expressed before regarding CATV. Distant-signal importation—the major point of contention between cable operators and broadcasters—is essential if CATV is to expand into the major markets, though the amount of importation must be weighed carefully to prevent "irreparable injury to our existing broadcast system."

But that is only for openers. If cable is to be nothing more than "status quo

television plus an overlay of improved technology" it would "not be worth the time and energy we're currently expending on it," he said. What warrants the "risks" to the spread of CATV to the larger markets, he said, are "supplemental, nonbroadcast benefits" cable can provide. "They're what sets cable apart as unique. And that is where the key to cable's future resides."

The chairman ticked off examples of the kinds of service he had in mind, as exemplified by current activities:

- Cable service that is being offered to professional groups, such as doctors, to update them on the latest developments in their field.

- Ongoing experiments that permit medical diagnosis by cable.

- Oregon State University's use of cable to link campus with community and to offer a variety of entertainment and instructional material not otherwise available to local viewers.

- CATV systems that operate their community's only local newspaper by gathering news and features and running classified ads and other similar services.

- Development of programs to automate entire libraries and newspaper morgues to permit rapid information retrieval from remote points by cable.

- Experiments that demonstrate the feasibility of such two-way operations as shopping from the home, communication between home and computer centers, and instant polling and even instant voting.

But in "marked contrast" to the kind of service such developments indicate are possible with cable, the chairman said, a number of the comments filed by cable groups in the pending CATV rulemaking proceeding took a negative view. They said requirements designed to move CATV in the direction of providing nonbroadcast service would be "premature," even, in the case of two-way capability, "extraordinarily premature."

Such comments indicate that some cable operators "are all 'get' and precious little 'give,'" he said, adding: "We just can't buy that. And, more important, neither should you—in your own best interest."

He noted that it was the determination to move cable into nonbroadcast services that led the commission to its proposal to require channel capacity adequate to insure the availability of

NCTA convention text
continues to page 26;
words-and-picture
coverage of working
sessions is on
pages 19 through 25.



1



2



3



4

1 Robert Tarlton (r), Panther Valley Television Co., and Greg Liptak, LVO Cable Inc., discuss "Policing the Distribution System."

Policing the cable system—to find and correct trouble before subscribers complain—is basic to a service that derives much of its appeal from improved reception. The methods for doing so were discussed at a Wednesday (July 7) morning session by Robert Tarlton, Panther Valley Television Co., Lansford, Pa. The key is comprehensive routine testing and measurement, of signal level, hardware, all possible variables.

Moderator was Greg Liptak, LVO Cable Inc., Tulsa, Okla.

2 Panelists discussing "Origination Concepts—Profit or Peril" were (l to r): Conrad Bastow, TV Transmission Inc.; Robert Bleyer, Teleprompter-Manhattan CATV; Robert Weisberg (moderator), Telemation Program Sales Services, and Leo Hoarty, Buckeye Cablevision.

Another morning session dealt with the "profit" and "peril" of origination. The consensus: sports sells best. Both Conrad Bastow, TV Transmission Inc., Lincoln, Neb., and Leo Hoarty, Buckeye Cablevision, Toledo, Ohio, reported success with their sports efforts—in the former's case, scholastic and college events plus horse-racing; in the latter's, the Toledo Mud Hens baseball games. Robert Bleyer, Teleprompter-Manhattan CATV, said that company's origination of sports, minority programs and other events has so far been unprofitable. ("Everything is going out, nothing

is coming in; we're going out now to sell large chunks of advertising.") However, all agreed that origination can pay, that sports are the best attraction, and that professional time salesmen are a must.

3 Jack Gault (l), moderator of a panel on CATV marketing, and panelist Charles Dolan, Manhattan Cable TV.

Winning subscribers to cable television requires marketing as well as good television, panelists at another morning session agreed. The specific approach may vary with the locale, they added; it may involve consultations with acknowledged leaders, advertising of specific programs in local media, polling of residents, making the system conspicuous by its presence at community events, mailings, or other approaches of varying degrees of sophistication. The point, they noted, is to impress upon the public that the system can make a difference to them.

Panelists were Charles Dolan, Manhattan Cable Television, New York; Burt Kittay, Markit Communications Inc., Los Angeles; Ben Kittay, National Telemarketing Inc., Los Angeles; Richard Vance, Television Communications Corp., New York, and Mark Van Loucks, CATV Marketing Inc., Walnut Creek, Calif.

4 A discussion of cable's financing and taxation problems was held by (l to r) Richard Hildreth, Fletcher, Heald, Rowan, Kenehan & Hildreth; Stuart Feldstein (moderator), NCTA assistant general counsel; Lewis A. Rivlin, Pea-

body, Rivlin, Cladouhos & Lambert, and Harold Jenkins, Arthur Andersen & Co., Cleveland.

A morning session on special problems related to financing brought diverse comments on such subjects as depreciation, divestiture and the process of going public. It also elicited from Richard Hildreth, of Fletcher, Heald, Rowell, Kenehan & Hildreth, the observation that cablemen may have overlooked one way to help fund software—through federal grants for certain kinds of programming that might be deemed worthwhile by a particular agency, such as the Office of Education.

5 Ted Ledbetter (r), Urban Communications Group, offered "10 commandments of urban cable television" during a session on cable and the cities. Among other panelists (l to r): Samuel S. Street (moderator), S. S. Street & Associates; Amos B. Hostetter Jr., Continental Cablevision; Dempsey J. Travis, Sivart Mortgage Corp., Chicago.

A special panel on "CATV for the Cities" was highlighted by Theodore Ledbetter, of a Washington consulting firm called Urban Communications Group, who presented what he called "the 10 commandments of urban cable television." Essentially, they were an exhortation to involve all the people, all the time—by ascertaining community needs, inviting community participation, hiring and promoting minority employees, not discriminating in rates, and buying from minority suppliers.

Mr. Ledbetter did not assume, how-



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ever, that cable is a cure-all for urban ills or any other problems. "It might be the first time that technology actually served the public," he said, "or it might be 1984 all too soon. The next step is up to you."

Amos B. Hostetter Jr., Continental Cablevision Inc., spoke of the problems of funding the dreamed-of "wired nation." About \$1-1.5 billion a year over a 10-year period—all from the private sector—was his estimate.

Other panelists, who offered general thoughts on CATV's promise in the cities, were Representative Ralph Metcalfe (D-Ill.); Barry Zorthian, president of Time-Life Broadcast Inc., and Dempsey J. Travis, Sivart Mortgage Corp., Chicago. Moderator was Samuel S. Street Jr., S. S. Street & Associates Inc., Wheaton, Md.

6 John P. Cole of Cole, Zylstra & Raywid speaks to a session on federal regulation and copyright, as NCTA general counsel Gary Christensen (moderator) listens.

A panel of Washington lawyers surveyed the government situation for NCTA conventioners and frequently sounded somewhat more cautious in their predictions, though no less emphatic in their hopes, than did other delegates.

What emerged from the session was the feeling, as expressed by John Cole of Cole, Zylstra & Raywid, that "if the distant-signal problem is resolved fairly and rationally, other problems will fall quickly into line." Panelists Bruce Lovett of American Television & Communications Corp. and Gerald

Phillips of Phillips, Nizer, Benjamin, Krim & Ballow, viewed the recent agreement on copyright between cablemen and the film industry as a step in that direction.

But there remain warning signals such as the President's Cabinet-level study group on cable, which Mr. Cole said could hardly serve any "constructive purpose" at this point; small but troublesome rules, such as the footnote 69 provision prohibiting distant signals in overlapping markets (criticized at length by John Matthews of Dow, Lohnes & Albertson), and the general need to beware of new regulation. As Harry Plotkin of Arent, Fox, Kintner, Plotkin & Kahn put it: "Once they [the FCC] get their foot in, they can control every single one of your activities on every one of your channels."

7 John P. Thompson (r), Arthur D. Little Co., who delivered a speech on the outlook for broadband communications, and John K. Lady, NCTA director of informational services, who served as moderator.

John P. Thompson, of the Arthur D. Little Inc. research firm, told NCTA delegates that partially switched networks—a technological halfway point between present cable technology and telephone service—will one day become economically feasible. It won't be a complete change, he said—subscribers will not be talking to each other as they would over the telephone—but the prospect of substantial expansion upon existing technology, with many different kinds of feedback over the wire, is

much greater than seemed possible a few years ago.

Moderator was NCTA's John Lady.

8 Emil Prasksta, Educational Improvement Center, speaks to a session on "The Educator and CATV: Possibilities for Partnership." Also pictured is panel moderator Ethel Greenfield Booth.

Education and cable can be natural partners, a group of panelists agreed during an afternoon management session. "Channel capacity, the opportunity for community involvement, and the growing video literacy" of young people combine to make CATV an ideal learning tool, they said.

Different panelists illustrated their thoughts on the subject by recalling educational projects that had employed cable successfully. For example, Mrs. Red Burns, a producer with New York University's Alternative Media Center, and her assistant, Robert Mariano, told of a situation where participants were shown how to use portable video-tape equipment and to record whatever they wished. The material was then edited by the participant and shown over closed circuit in the NYU student center. Mr. Mariano said "each person learned to express his own perspective without the middle man as interpreter..."

Other panelists were William Lamb, Sterling Manhattan Cable Co., New York; Monroe Price, Sloan Commission on Cable Communications, New York, and Emil Prasksta, Educational Improvement Center, Pitman, N.J.



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9 *E. C. Walding of Oak Electro/Netics tells a session on "Converters, Encoders & Special Services" how to eliminate local oscillator radiation into CATV systems.*

At an afternoon session on Wednesday (July 7), engineers discussed new converters, encoders and special services. E. C. Walding, Oak Electro/Netics, Crystal Lake, Ill., described the Gamut 26, a 26-channel set-top converter that avoids the use of a television-type tuner as the basic tuning entity. By using a passive double-balanced mixer and converting to a higher frequency, the converter eliminates problems of local oscillator radiation into the CATV system, image rejection and cross modulation.

Abraham M. Reiter, Athena Communications Corp., Van Nuys, Calif., described a low-cost system for encoding and decoding the picture and sound signals on cable channels.

Also appearing were H. J. Moeller, EDC Co., Harboro, Pa., and E. W. Durfee and R. T. Callais, Hughes Aircraft Co., El Segundo, Calif. Hubert J. Schlafly, Teleprompter Corp., New York, was the moderator.

10 *B. Jack Long, during a session on "CATV System Design," urges cablecasters to conduct preventive maintenance to predict trouble areas ahead of complaints from users.*

At a technical session on CATV system design, B. Jack Long of Trans-Video Corp., El Cajon, Calif., said that the

right kind of maintenance program for large systems can help insure that areas of trouble will be predicted ahead of subscriber complaints. The 10-point program includes routine head-end tests and evaluation, measurement of system signal to noise at selected test points, and measurement of subscriber signal level. The program has worked for the company's San Diego system, which at 47,000 subscribers is the nation's largest.

Ivan T. Frisch, Bill Rothfarb and Aaron Kershenbaum, all of Network Analysis Corp., New York, said that computerized layout and design of CATV distribution systems can reduce hardware costs. In place of approximation and intuition, they said, the computer can provide optimum layout of cable, assignment of amplifier locations, and other benefits to the cable operator.

Others on the panel were Gaylord Rogeness of Anaconda Electronics, Anaheim, Calif.; J. Cappon of J. Cappon & Associates Ltd., Willowdale, Ontario, and Dan Lieberman, GTE Sylva Inc., Seneca Falls, N.Y. Moderator was NCTA Engineering Director Delmer C. Ports.

11 *Robert Peters, Stanford Research Institute, talks about origination at a panel on CATV's next decade. Other panelists: Edward Shafer, Foster Associates, and John K. Lady (moderator), NCTA director of information services.*

A session on "CATV—The Next Decade" was less ambitious than its title, but brought the prediction that both

the total revenue and the kinds of revenues to be had by cable systems will increase dramatically during the next 10 years. The prospect: that cable revenues will reach into the billions as the number of services it can provide increase. The danger: that the growth of cable may increase the likelihood of common-carrier status for cable systems.

12 *Bob Hughes, moderator of a panel on CATV financing, speaks as others listen (l to r): Grant M. Wilson, John Hancock Mutual Life Insurance Co.; James F. Straley, Home Life Insurance Co.; James F. Ackerman, Communications Advisors Inc., and Frank P. Krasovec, Pittsburgh National Bank.*

Various types of CATV financing were explored during an hour-long session that found the coming form of system funding to be renewable revolving credit. Frank P. Krasovec, lending officer with the Pittsburgh National Bank, discussed this means of financing as a flexible set-up allowing each system maximum versatility to examine cable and microwave possibilities. Financing of cable systems with a view more "down the road" was treated by James F. Straley, with Home Life Insurance Co., New York, and Grant M. Wilson of John Hancock Mutual, Boston, while a guide for the smaller or just-franchised system was presented by James F. Ackerman, Communications Advisors, Indianapolis. Conclusion drawn by panel was that money was available for all CATV entrepreneurs—but that financing was more so-



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phisticated—and more long-term anticipation of system's needs was necessary.

13 Speaking to panel on labor unions, crafts and guilds is Edwin G. Krasnow, Kirkland, Ellis, Hodson, Chaffetz, Masters & Rowe. Other panelists (l to r): Charles Walsh, NCTA assistant general counsel (moderator); Harold Farrow, Farrow & Segura; William A. Krupman, Jackson, Lewis, Schnitzler & Krupman; H. P. Warner.

"Labor Unions, Crafts and Guilds" took it on the chin early Thursday morning from a panel of CATV lawyers. Apparently alarmed that some 100 cable systems operate with unionized technicians, the panel enumerated steps which could be taken by management to prevent their technicians from joining the growing rank and file.

Edwin G. Krasnow of Kirkland, Ellis, Hodson, Chaffetz, Masters & Rowe, Washington, warned that there is much union activity now taking place; that both large and small systems are susceptible to union organization, and that most organization activity stems from dissatisfied employees, and not from initial union attempts to recruit technicians.

After Harold Farrow of Farrow & Segura, Oakland, Calif., explained how to keep employees happy and satisfied, William A. Krupman of Jackson, Lewis, Schnitzler & Krupman of New York explained how to keep the union out, in either event.

"The time to act is when you first hear about pledge cards or union solicitations," he said, adding that manage-

ment should always keep their technical employees fully informed about company activities and of the company's position vis-a-vis union organization or representation.

Harry P. Warner, a Los Angeles lawyer, succinctly summed up the feelings of the panelists when he said, "There's only one way to negotiate a contract. That's to be a hard-nosed sonofabitch."

14 William Bresnan, vice president of Teleprompter and chairman of the NCTA public relations committee, introduces the panel for "Everything You've Always Wanted to Know About Rate Increases, But Were Afraid to Ask." L to r: Marc Nathanson, Alan Gerry, Abram E. Patlove (moderator) and Joseph R. Brennan.

Cable system operators were urged to overcome their fears about asking for rate increases at a Thursday morning session. The fears to be overcome, according to Marc Nathanson of Cypress Communications Corp., Los Angeles, are denial of rate hikes by local regulating authorities, loss of subscribers, bad publicity and the hassle that goes with rate increase requests. Based on his own experience (20 attempts, 11 successes, five pending, three abandoned when failure appeared evident, one denial), Mr. Nathanson told the audience to prepare fully to inform regulating officials of the needs of the system, be ready with the answers about profit rates, construction costs, and service to the community.

Mr. Nathanson indicated he had the most success in requesting increases of

about \$1.50 per month. The largest drop in subscriptions was six percent, but more than 65 percent returned in less than six months.

Joseph R. Brennan of Associated Utility Services Inc. suggested that cable operators gear their campaigns for increases to comparisons with other local industries. Alan Gerry of Liberty Video, Liberty, N.Y., emphasized the need to provide good service to subscribers and to improve the system before asking for rate hikes.

15 Jack Williams, Teleprompter Corp., speaks during a panel on public-relations aspects of cablecasting.

A related session, on the public-relations aspects of cablecasting, brought from Jack Williams of Teleprompter Corp. and Thomas Dowden of Cox Cable Communications Inc. the observation that cable, as a conspicuous and distinctly local service, can give its audience a special sense of involvement.

Mr. Williams, who spoke of cable's function as "narrowcasting" rather than broadcasting, noted that a cable company can make itself both well-known and popular by a practice such as covering different kinds of community meetings and replaying them at a later time. The chance to see oneself on television appeals to many people, he noted, and the presence of conspicuous cable hardware at a meeting serves to make people even more conscious of its attempts to cover the community.

A third panelist, Mayor James Thomas of Ottawa, Ill., commented



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that cable has been a significant help to him during three terms in which he has had to place a variety of issues before the public.

16 Panel on two-way operation comprised (l to r): August Bruns, Advanced Research, Atlanta; Joel Beck, Video Information Systems, New York; Archer S. Taylor (moderator), Malarkey, Taylor & Associates; Dr. Harold Katz, Vicom Inc., and Don Chandler, EIE.

A Thursday morning technical session on two-way cable communication brought the message that it can happen, from some of the people who are making it happen. Chief among these was Dr. Harold Katz, president of Vicom Inc., Dexter, Mich., who described the system he developed, now being tested on the Overland Park, Kan., system of Telecable Inc. (BROADCASTING, May 31). The key innovation is a terminal unit, an integrated audio-video interactive system, said to handle much larger amounts of information than previous models.

17 Kenneth Kaylor (l), Philips Broadcast Equipment Corp., makes a point at a technical panel on local origination. Others: Frank Marx, Abto Inc.; Keith Reynolds, International Video Corp.; Arden Thompson, 3M Co., and Ron Hymas, Telemation Inc.

In a session on the technical aspects of local origination, specific hardware was discussed. Ron Hymas of Telemation

Inc., Salt Lake City, described a totally digital nonduplication switcher, in which each channel is capable of as many switches as necessary. A switch occurs when real time coincides with the time set on a punch-card. The cards are identical and may be set to the minute for any time of day.

Arden Thompson of 3M Co., Minneapolis, discussed new high-energy video tape, a development made possible by new oxides.

18 Panel on testing methods included (l to r): J. Fogle and S. Kempinski, C-COR Electronics; Herbert Michels (moderator), Time-Life Broadcast Inc.; I. Switzer, Maclean Hunter Cable TV Ltd., and Fred J. Schultz, Sterling Communications Inc.

In a technical session on test methods, engineers talked to engineers about a present day-to-day problem. New methods for calibrating cross-modulation measurements, measuring noise, frequency measurement were discussed. On the panel were S. J. Kempinski and J. E. Fogle, C-COR Electronics Inc., State College, Pa.; Charles W. Rhodes, Tektronix Inc., Beaverton, Ore.; I. Switzer, Maclean Hunter Cable TV Ltd., Rexdale, Ontario, and Fred J. Schulz of Sterling Communications Inc., New York. Session chairman was Herbert P. Michels, Time-Life Broadcast Inc., New York.

19 Bobbi Weinberg of Good Communications, Philadelphia, explains her concept of cable as an ad medium at a

session titled, "Cablecasting—Where Are the Advertising Dollars?"

Bobbi Weinberg of Good Communications Inc. offered a novel theory of cable as an advertising medium during a morning session on cablecasting and advertising. She said that while television is the most powerful advertising medium, direct mail is the most effective—and that cable television could become the ultimate advertising medium because of its ability to combine the best features of each: the power of television with the pinpoint targeting of direct mail.

Appearing with her on the panel were Jack Williams, Teleprompter Corp., New York; Barry D. Stigers, Systems Inc., Westport, Conn., and Byron D. Jarvis (moderator), C-COR Electronics Inc., State College, Pa.

20 William Karnes, moderator for "Educational Programs for CATV Personnel," opens the Friday morning session. Seated (l to r): Dr. J. Robert Burrill, George Gretser, Thomas A. Straw.

Lack of well-trained technical personnel is a serious problem facing cablecasters today, according to a Friday morning panel of technical education experts. George Gretser of National Cable Television Institute illuminated the difficulty of finding experienced or well-trained technical workers to employ in the CATV industry. The main obstacle: money.

Mr. Gretser said that few CATV operators can afford to send their tech-



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nicians to school for three-to-six months. Not only is the cost prohibitive, but, probably understaffed anyway, systems cannot sustain the loss of the man's production for that period.

Mr. Gretser began what he calls the first correspondence school for cable television technicians in 1967. "It's the ideal answer, short of an on-site school at the home plant," he said.

Others on the panel—Dr. J. Robert Burull of Stoughton, Wis.; Thomas A. Straw, Texas A & M Cable Television School, and Robert Turkisher of Colorado Electronic Technical College—were more concerned with providing a formal classroom and field work education to supply trained technicians to the CATV industry. The panel was moderated by William Karnes, National Trans Video, Dallas.

21 *Thomas G. Shack, a Washington lawyer, answers a question about "Public Ownership of CATV," at a Friday morning eye-opener.*

A morning panel on public ownership of CATV turned into a running argument against that ownership. Typical were the comments of Lee Lovett, Pittman, Lovett, Ford, Hennessey & White, who said that municipal and other public owners would have neither the inclination to take risks nor the ability to use the profit motive to create workable and exciting cable operations. The American business system, he noted, is founded upon the assumption that progress of the kind exemplified by cable should and normally does come from the private sector.

Other panelists were Washington lawyers Stanley Cohen, Cohn & Marks; Arthur Stambler; Thomas Stack, and NCTA assistant general counsel Stuart Feldstein, who served as moderator.

22 *Carter Page looks on (at left) while Lt. Col. Sebastian Lasher responds to a question from the audience during "There's a Domestic Satellite in Your Future."*

The diversity now provided by cable would pale by comparison with the possibilities offered by a combination of CATV and satellites, panelists at a Friday morning session agreed.

For example, noted John Martin of Communications Satellite Corp., a kind of program that might appeal to only 40 or 50 people on any one system might become as economically feasible as a specialized magazine—if it were possible to find a comparable number of interested subscribers on systems throughout the country. Those subscribers all over the country could then be fed that program by satellite.

Also on the panel were Asher Ende, FCC Common Carrier Bureau; Lieutenant Colonel Sebastian Lasher, Office of Telecommunications Policy; A. L. Parker, Collins Radio Co., Dallas; Paul S. Vischer, Hughes Aircraft Co., Los Angeles; Bob Magness, Western-TCI, Denver, and G. Norman Penwell (moderator), Malarkey, Taylor & Associates, Washington.

23 *From left: Geoffrey Nathanson, Lyle O. Keys and Gordon R. Herring*

discuss a viewpoint expressed during "Bringing the Blue Sky Down to Earth."

A Friday morning NCTA session brought together some of the innovators who are making yesterday's "blue-sky" dreams today's emerging reality.

Telecast Inc., which is testing a two-way system on its Overland Park, Kan., system, was represented by its director of research, Gordon Herring. He described how the operation is presently being used experimentally in the teaching of homebound children, who are able to see and talk with a teacher via cable.

David H. Polinger, Holmes Protection Inc., New York, discussed use of cable for security alerts. Geoffrey Nathanson, Optical Systems Inc., Los Angeles, talked of a new lease-channel arrangement. Teleprompter Corp. President Hubert J. Schaflly included among his observations a brief discussion of that company's projected two-way data transmission operation in California.

Also on the panel were Frank Drindel, Continental Transmission, St. Louis; Lyle O. Keys, Telemation Inc., Salt Lake City, and James E. Turney, Technicolor Information Systems, Hollywood.

24 *Steven I. Biro, B-RO Antenna & Headend Engineering, hears a comment from the audience during his session, "Antennas, RFI, and the Spectrum Analyzer."*

Another last-day technical session dealt with "Antennas, RFI and the Spectrum



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Analyzers." W. S. Campbell, General Electric Cablevision Corp., Schenectady, N.Y., pointed out how the source of electrical power line interference may be diagnosed and corrected. The process begins with observation of characteristics, pulse train and time of day of the interference and ends with use of special test instruments that locate the exact source of the problem.

Also on this panel were Albert K. Fowler, RF Systems Inc., Cohasset, Mass.; I. Switzer, Maclean Hunter Cable TV Limited, Rexdale, Ontario; and Steven I. Biro, B-RO Antenna & Headend Engineering, Princeton, N.J. Moderator was J. Earl Hickman, Ameco Inc., Phoenix.

25 *Joseph L. Stern, of CBS Television Services and the panel moderator, carefully weighs a point brought up by a member of the group discussing "Microwave and Optical."*

Distributing signals over the long haul was the subject of a Friday (July 9) morning technical session on microwave and optical systems. For example, Dr. Joseph H. Vogelmann and Kenneth Knight, both of Laser Link Corp., New York, noted that a combination cable with microwave bands in the Community Antenna Relay Service is often economically efficient in urban areas. This type of distribution, they note, permits the bypassing of obstacles such as highways and rivers, as well as the avoiding of telephone-company facilities.

Other panelists were Donald Kirk and Michael J. Paolini, St. Petersburg

Communications Corp., St. Petersburg, Fla.; E. Guthrie and F. Ivanek, Fairchild Microwave & Optoelectronics, Palo Alto, Calif.; M. G. Cohen and R. T. Daly, Quantronix Corp., Smithtown, N.Y. Moderator was Joseph Stern, CBS Television Services, New York.

26 *Attorneys line up to discuss state CATV regulation (l to r): E. Stratford Smith, Morton Berfield, Jay Ricks and Charles Walsh.*

Nobody in the cable industry has ever liked state regulation very much. An afternoon panel of lawyers discussed the subject and made it clear that the feeling is unchanged. The consensus: federal preemption of regulation, by the FCC, is the desirable solution. A legitimate role is granted, however, to local franchising authorities. In that connection, Jay Ricks of Hogan & Hartson, Washington, warned cable operators against "promising themselves into bankruptcy." Extravagant claims, made for the purpose of gaining a franchise, more often result in calamity than in anything constructive, he said.

Other panelists were E. Stratford Smith, Smith & Pepper; Morton Berfield, Cohen & Berfield, and Charles Walsh, NCTA assistant general counsel.

27 *Moderator Joseph Gans (l) and panelist Thomas Kenly trade ideas during a session on CATV system design.*

A second session on CATV system design, held Friday (July 9), continued

the exploration of specialized topics relating to that question. Testing and maintenance of the system were emphasized. The panelists were G. P. Dixon and T. F. Kenly of C-COR Electronics; Janes Harrer, a consultant from Costa Mesa, Calif.; Frank Spexarth and John C. Fan, Texas Instruments Inc., Attleboro, Mass., and John Arbuthnott, Times Wire & Cable Co., Wallingford, Conn. Moderator was Joseph Gans, Cable TV, Hazelton, Pa.

28 *Michael Jeffers presides, Andrew Barnhart observes during a panel discussion of two-way systems.*

A final technical session, on two-way systems, carried the warning that too many public-relations efforts on behalf of tomorrow's two-way systems have overshadowed the fact that progress in this area, while real, consists of many deliberate steps. That fact was pointed out by P. L. Schwartz, Monmouth Communications Systems, Freehold, N.J.

One area where two-way is fairly well developed at present is that of the security alarm system. Marvin Roth, Scientific-Atlanta Inc., Atlanta, described such a system, noting that the same system may be used for opinion polling, Bingo and other applications.

Other panelists were Bill Osborn, Newman-Osborn Engineering Co., Dallas; Yoshiyuki Yamabe, Hitoshi Honda, Nacki Homma and Toshio Shinbo, all of Oki Electric Industry Co., Tokyo, and Andrew Barnhart, Jerrold Electronics Corp., Hatboro, Pa. Moderator was Michael Jeffers of Jerrold.

(Text continues from page 18)

dedicated access channels, on a free or leased basis, to serve a wide variety of needs. Indeed, he indicated the commission has already decided to adopt the proposal.

"By the same token," he said, "the commission is considering a requirement that the capacity for two-way non-

voice communication be built into every new system in the large markets.

"But these are not just matters of what we may or may not require," he said. "I stress again that what principally is involved is your definition of your own industry—and your response, minimal or generous, tunnel-visioned or imaginative, to opportunity."

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Broadcasting
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Whitehead at NCTA: treading a fine line

Un-offending broadcasters, he holds out hopes for cable development

Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy, sought to bring a measure of hope to CATV operators at their convention in Washington last week, without at the same time plunging broadcasters into despair.

Speaking of the administration's interest in CATV, Mr. Whitehead said: "We hope that we can develop a policy which will allow cable to offer people a wide variety of new services including, but not limited to, entertainment, while at the same time preserving or even augmenting, the quality and value of existing television service."

That is the only way that the full benefits of cable, "in terms of educational, public access, and other special uses can be realized," he said, by way of reference to the so-called blue-sky promises long made for cable. But then, he added, such community services "can be achieved only if cable is a viable business proposition in the private sector."

"If we want new and better programming and new services of other kinds," he said at another point, "more money



Whitehead:

The White House intent "is not to delay the growth of cable, but to accelerate the development of policy [on the] most important single issue on the communications policy front—perhaps one of the most significant domestic issues of this decade."

must be brought into programing than advertiser-supported TV now seems able to produce . . . to find rationale for keeping people from paying for something they would like to buy, particularly if the existing level of advertiser-supported television service is not reduced."

Mr. Whitehead, who spoke at the convention banquet Thursday, sought to sort out the roles being played by OTP and the commission in CATV policy formulation, and to set to rest speculation that the high-level administration committee on cable policy was created to frustrate the commission, which appears on the verge of unleashing CATV to some extent. He is chairman of the committee.

The goal of the committee, which is composed of three cabinet officers and three White House aides, is not "to delay the growth of cable, but to accelerate the development of policy," he said. It would create a forum within the administration for the discussion of ideas and the exploration of alternatives, and for providing the President with the views of concerned government officials.

He said the administration views the development of cable as the "most important single policy issue on the communication front—perhaps one of the most significant domestic issues of this decade." Accordingly, it wants "its own careful and constructive look at the problem before any definite policy is formulated." He said the administration hopes that policy will be developed "within the next few months."

The OTP, which was established last year to afford the President a clearer voice in developing communications policy, is not interested in the details of rules and regulations, Mr. Whitehead said. It would, so far as CATV is concerned, hope to establish the "policy framework within which the FCC, the states or the courts might regulate—or not regulate—cable."

And he sketched the kind of matters that "a sound cable policy framework" should specify: industry structure, common-carrier or limited carrier status, the degree and level and type of regulation, copyright in the broadcast sense, access, ownership, public service uses, the effect on broadcasters and on special classes of viewers.

Mr. Whitehead also listed three factors as "obvious and fundamental" in the development of cable policy.

- The danger of trying to force cable into unnatural molds—molds developed for different purposes in different times—must be avoided. "We need a comprehensive new policy to deal with the special problems and unique capabilities of cable."

- The cable industry has emphasized the benefits of cable to consumers, and it

must expect that to be the criterion by which it is judged. And in view of the political pressures present in the CATV issue, any policy must be "timely and politically realistic."

- "No policy will be good, or acceptable to the American people, if it threatens the basic level of television service. On the other hand, consumers also value additional options very highly—that is why people subscribe to cable service."

"Combining these three principles in a comprehensive national policy is not going to be easy," he said. "Nevertheless, the time for decision has arrived."

McClellan urges cable compromise

But he also proposes longer broadcast licenses, more protection on renewals

"There is a proper season for study," said Senator John L. McClellan (D-Ark.). "There is a time for debate. There is likewise a time for action. . . . The imperative on this problem now is for action—action to permit the orderly growth of cable television." Upon hearing those words, delegates to last week's National Cable Television Association convention in Washington broke into warm, sustained applause. That was the kind of talk they had come to hear.

In a luncheon address on Wednesday (July 7), Senator McClellan—chairman of the Senate Subcommittee on Patents, Trademarks and Copyrights, and an old friend of the cable industry—called for prompt FCC action to end the "freeze" on cable's growth, and quick acceptance of that action by Congress. Those twin goals were the recurrent theme of the entire convention, but Senator McClellan stated them as succinctly as anyone.

"The remaining work of the commission can—and should be—completed within a few weeks," he said. "It should then proceed, without delay, to adopt the necessary rules to become effective at the earliest feasible date."

Senator McClellan chided those broadcasters ("a segment . . . whose influence in the industry possibly far exceeds its numbers") who have opposed all previous attempts at accommodation between cable and broadcasting. "Hostility to cable service," he said, "is a luxury which the broadcasting industry can no longer indulge. The industry is besieged on all sides. It is foolhardy for the broadcasting industry to persist in attempting to block cable service when both industries should be



McClellan:

"The remaining work of the commission can—and should be—completed within a few weeks. It should then proceed, without delay, to adopt the necessary rules to become effective at the earliest feasible date."

working together on problems of mutual concern."

However, the senator also had words of support for broadcasters confronted by a time of turmoil. At the same time he derided the efforts of some broadcasters to block cable, he also criticized outsiders who would tamper with the broadcasting industry. And he offered support of specific legislative remedies.

"In this period of change, there is no justification for subjecting the business operations of the broadcasting industry to deliberate harassment," Senator McClellan said. "It is in this context that I favor action by the Congress to lengthen the maximum period of a broadcast license and to provide that in renewal proceedings appropriate consideration be given to the investment and performance of the existing licensee."

Whether or not the FCC is able to agree upon a new set of cable rules, the senator said, Congress could theoretically proceed with consideration of a new copyright bill with cable provisions. But "it is much preferable," he said, "for the commission to act."

NCTA delegates anxious to see, slow to buy

Both hardware and software exhibitors were out in force, but the customers were keeping money belts zipped

The atmosphere was heavy with anticipation as some 117 cable television hardware and software producers courted the CATV industry in Washington last week. But the maiden was still in a waiting mood.

BROADCASTING's survey of the Sheraton-Park exhibition floors indicated that, as cable television moves into its heralded "second generation," few cable operators were willing to part with substantial capital investments before the FCC gives its long-awaited signal.

At the RCA exhibition, a company spokesman blamed the FCC's "laxity" in cable television for the lack of serious interest in that company's new "stop action" camera tube. With potential use as a communications or data storage device, the silicon storage tube can take a "snapshot" of continuous programming and hold it for later playback as a single-frame electronic image.

One of the more dramatic displays was Spencer-Kennedy Laboratories' durability of its new SKL 9000 series 35 channel amplifier, which utilizes plug-in modules, solid-state circuitry, and computer-aided packaging design. One unit was submerged in boiling water, and another in liquid nitrogen at minus 240 degrees Fahrenheit. Neither lost more than one db in signal strength. The company claims more than 200 such tests without a single failure.

Ken Gregg of Sony Corp. of America felt the NCTA exhibition was "an average show" in the amount of interest shown in that company's display of a complete cablecasting package for both monochrome and color. Sony, however, is experiencing excellent sales of its half-inch tape, he said.

Craftsman CATV, a division of Magnavox Co., appeared to steal the show with what it calls "an industry first," a home television receiver designed specifically for cable with a 101-channel capability. "TV-101" is said to offer full-channel cable reception, or some combination of cable and standard VHF and UHF channels. The 31-channel extension in capacity is accomplished by adding 9 new VHF channels in the FM frequencies between channels 6 and 7, and 10 V channels between 13 and 14. All 101 can be utilized without hazard of co- or adjacent channel interference or similar tuning difficulty.

One company which did report a lively interest in its products was Shiba Corp. of America. Its main

attraction was the new FPC-100H color TV camera with full broadcast capability. Shown for the first time last week, the FPC-100H is a live color camera designed to meet NTSC requirements, while providing light weight and low cost. The complete unit is priced tentatively at \$12,950.

Also in the camera field, International Video Corp. introduced two new models at the NCTA convention, designed for cable or closed-circuit television applications. One, the IVC-150, combines two plumbicon tubes with a silicon diode tube permitting low-light-level operation (below 10 foot candles, according to the company). The other, the IVC-40M, is the first monochrome camera to be offered by IVC. Features include 850-line resolution, 40 db signal-to-noise-ratio and built-in intercom. The first is designed to sell for \$22,525 for the complete broadcast version. List price for the second is \$1,400.

The CATV Systems Division of industry giant Jerrold Electronics Corp. displayed its new 300-series one- and two-way line extender amplifiers, and a host of other CATV equipment, testers and supplies. Guy Rath, a company representative, said that just about everything on view was new to the market.

Vikoa Inc. had three new offerings for the NCTA cablecasters: the series "300" extended range amplifiers and passive equipment; a new F-59 type connector which is employed without special tools and a new connectorless directional tap. Gary J. Balsam, director of Vikoa's cable television international division, said the new equipment would save the system operator money in purchase price and in labor costs.

Ampex Corporation showed its AC-125 Television Production Center which includes two black-and-white cameras, a video control center, three video monitors, a four-input audio mixer and related equipment, designed to sell as a package for less than \$10,000.

A new regulated AC power supply has been added to the wide spectrum cable equipment from GTE Sylvania Inc. The company said the model 3310 will convert 115-volt power to suitable voltage for solid-state cable television systems.

A single cable trunk station with bi-directional distribution capability was introduced at the NCTA exhibit by AEL Communications Corp. Features include plug-in modules, full channel

forward capability and low noise figure. A spokesman for the company said the new equipment was drawing well, "especially from other manufacturers in this show."

Optical Systems of Los Angeles presented its leased channel concept to NCTA delegates. The main feature of the system is an encoding module which allows the originator of cablecasts to scramble the signal on a particular channel. In the subscribers home, the company's 52-channel terminal unit would be connected to his set to allow him to select whichever of the encoded channels he wishes to view.

This versatility, which allows all un-coded signals to pass to the user along the cable while scrambling selected transmissions, provides for selective billing or leasing arrangements.

While equipment manufacturers and suppliers turned out in force, software producers made their presence felt as well.

Reuters displayed its News-View system, a computer-regulated service which includes two channels of news (financial and general), inputs for stock tickers, a crawl capability for local origination of advertising, sports scores, weather or whatever other message the operator desires. The home-received signal remains on the screen for a "comfortable reading time," before being replaced with the next item. The service is now on-line at Reuters in New York.

A live CATV color studio was set up on the exhibition floor by Telemation Inc. to feature its two new products for local origination. The Money Machine, an information display channel using disc memory storage and automatic display produced by its electronic character generator, was the chief attraction to the delegates. A pre-programmed show was presented each half-hour, demonstrating the keyboard facility which permits local entry of information for one-time display or storage for later use.

The company also demonstrated its new, modular, totally digital non-duplication switcher, the TMP-1000. The unit incorporates plug-in printed circuit cards for programmed switching.

Another first for Telemation was its showing of the TMC-2100VSD ultra-low-light monochrome camera. According to the company, the use of a silicon diode tube allows for high quality video with less than one foot-candle scene illumination.

Look what we did to the world's finest tape cartridge system...



we made it better and named it Criterion 80!

We took the features which have made Criterion stand for excellence in cartridge tape equipment, such as: The rugged deck and tape drive assembly; massive high-torque direct drive capstan motor; and our exclusive Micro-Set precision head assembly . . . and made some significant improvements:

Such as — All new silicon transistor electronics on plug-in glass-epoxy printed circuit cards, all RFI proofed to make them impervious to strong RF fields; higher output level (10 dBm capability); lower distortion; automatic audio muting and transient suppression.

And — New control circuitry; improved pushbutton switches; latching connectors for external cables; independent gain controls for cue amplifiers; up-front output level adjustment; fully regulated plug-in power supply — and more.

We think you'll like Criterion 80. For a closer look, write Gates, 123 Hampshire Street, Quincy, Illinois 62301.



GATES

A DIVISION OF HARRIS-INTERTYPE

Party vs. party on reform bill

House unit votes lid on campaign spending
just as Chairman Macdonald asked it to

The Democratic majority on the House Communications Subcommittee last week succeeded in its attempt to report out Chairman Torbert H. Macdonald's (D-Mass.) political-spending bill virtually unchanged.

The subcommittee's executive session last Wednesday (July 7) resulted in a party-line vote, 5 to 4. Mr. Macdonald and his Democratic colleagues, Lionel Van Deerlin (Calif.), Fred B. Rooney (Pa.), Robert O. Tiernan (R.I.) and Goodloe E. Byron (Md.), voted to pass the bill to the parent Commerce Committee over the opposition of Republicans Hastings Keith (Mass.), Clarence J. Brown (Ohio), James M. Collins (Tex.) and Louis Frey Jr. (Fla.).

The measure (H.R. 8628) would repeal Section 315 of the Communications Act—the equal-time provision—for presidential and vice-presidential candidates, and limit to 10 cents per eligible voter the amount a federal-office candidate could spend for a primary or general election. No more than half of that, however, could be spent on the broadcast media. Both broadcast and nonbroadcast media would be required to charge political candidates their lowest unit rates. In addition, the bill provides that if the nonbroadcast media make space available to a candidate, they must make an equal amount available

to all candidates for the same office at the same rate.

The only change in the Macdonald measure was adoption of an amendment by Messrs. Brown and Frey deleting the provision that presidential primaries are not covered by the bill. The Republicans met defeat in attempts to extend Section 315 repeal to all federal-office candidates, to eliminate the "equal-space" provision and to eliminate the provision that no more than half of the 10-cent limit can be spent on broadcast media.

Chairman Macdonald said last week that the full committee could act on the bill late this week.

In another development, a spokesman for the House Administration Committee said the Elections Subcommittee will resume this week the hearings it began last month on political-spending (BROADCASTING, June 28). The hearings have dealt with H.R. 8284, the proposal advanced by Subcommittee Chairman Watkins M. Abbitt (D-Va.) and Wayne L. Hayes (D-Ohio), chairman of the parent committee, and with other election-reform proposals referred to the Administration Committee.

On the other side of Capitol Hill the Senate's political-spending bill (S. 382) is pending. Democratic Leader Mike Mansfield (Mont.) has been reluctant

to tie the Senate up on this measure, forcing other bills to the end of the waiting line. Minority Leader Hugh Scott (Pa.) said last week he hoped the Senate would vote on the bill before its August recess. He said it would probably take at least two weeks for the Senate to finish action on the measure.

The Senate bill originated in the Commerce Committee, but was substantially changed by the time it emerged from the Rules Committee's mark-up (BROADCASTING, June 7). The revised version contains separate limits of five cents per eligible voter for broadcast and nonbroadcast spending (or \$30,000, whichever is greater). However, it allows a candidate to combine both limits and allocate them as he sees fit. The bill also repeals Section 315 for all federal-office candidates, provided candidates are given flexibility in choosing program formats, and requires all media to charge candidates their lowest unit rates. It also authorizes the FCC to revoke the license of any station that refuses a candidate "reasonable" access to the air.

NBC pulls the plug on pipeline ads

NBC quickly responded to an FCC fairness-doctrine ruling on commercials by dropping two Esso messages scheduled for showing on NBC-TV a short time after the FCC's action had been announced.

The FCC had ruled that the fairness doctrine applied to Esso commercials supporting oil-drilling operations in Alaska (BROADCASTING, July 5) and asked the network to submit information on what additional material it had aired or intended to air to afford an opportunity for the expression of contrasting views.

Pending submission of this information, NBC and Standard Oil Co. of New Jersey provided substitutions for two Alaskan pipeline commercials over the weekend following the FCC's ruling. One of the commercials had been slated for the Saturday evening news show (July 3) and the other for *Meet the*

1971 television-network sales as of June 6*:

CBS \$259,557,500 (37%); NBC \$242,409,800 (35%); ABC \$191,945,800 (28%)

Day parts	Total minutes week ended June 6	Total dollars week ended June 6	1971 total minutes	1971 total dollars
Monday-Friday Sign-on-10 a.m.	74	\$ 449,300	1,640	\$ 9,555,700
Monday-Friday 10 a.m.-6 p.m.	990	6,081,300	19,673	139,398,800
Saturday-Sunday Sign-on-6 p.m.	248	2,168,100	6,315	70,520,900
Monday-Saturday 6 p.m.-7:30 p.m.	93	1,290,200	2,011	32,382,800
Sunday 6 p.m.-7:30 p.m.	12	207,800	384	11,294,600
Monday-Sunday 7:30 p.m.-11 p.m.	429	14,529,200	9,747	402,667,500
Monday-Sunday 11 p.m.-Sign-off	138	1,361,000	2,738	28,092,800
Total	1,984	\$26,086,900	42,508	\$693,913,100

* Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.

Press (July 4). A third Esso commercial for which a substitution was made, in the Sunday evening news on NBC-TV, was unrelated to the oil-drilling controversy and was replaced for some other, but unspecified, reason, according to an NBC spokesman. LaRoche, McCaffrey & McCall, New York, is the Esso advertising agency.

The complaint against the Esso TV announcements was supported by Friends of the Earth, which had filed the complaint in last year's cases dealing with gasoline and automobile commercials, and by the Wilderness Society. They said the Standard Oil messages raised a controversial issue by discussing the need to develop Alaskan oil reserves quickly and the oil industry's capability of transporting oil without environmental damage.

Out of JWT's corral: Ford's small cars

The broadcast-heavy advertising accounts of Ford's Pinto, Maverick and Mustang cars are being reassigned by Ford Motor Co., Dearborn, Mich. Ford has announced that J. Walter Thompson Co., New York and Detroit, which has handled the entire Ford division advertising account for 27 years, will lose the assignments for the small-car lines. The budget for these amounts to about \$14 million, of which an estimated \$7 million is in broadcast.

Frank E. Zimmerman, general marketing manager of the Ford division, said Thompson will continue to handle the major portion of the division's account, including Ford trucks, Thunderbird luxury cars, full-sized Ford cars and intermediate-sized Ford Torino cars. The division's total advertising is estimated at \$56 million.

In announcing the change, Mr. Zimmerman said that Thompson "had done an outstanding job for the Ford division," but "because of future marketing requirements, the Ford division has decided to realign advertising agency responsibilities on certain lines." Ford is expected to name a new agency shortly on the business to be relinquished by JWT.

1970 was a good year, Ad Council reports

A total of 42-billion listener-impressions were scored by radio and TV coverage of the Advertising Council's campaigns in 1970. The council also reported that the nation's media contributed more than \$450 million in time and space to the organization's public service advertising efforts.

The council's annual report states that radio networks' coverage of campaigns

accounted for 17-billion listener impressions, while television networks contributed 26-billion home impressions. Audience estimates were based on information from the A. C. Nielsen Co.

Robert P. Keim, council president, said the cumulative value of 29 years of time and space contribution to public-service advertising amounts to more than \$5.6 billion.

Moss slates hearings for two ad measures

The Senate Subcommittee for Consumers plans to hold hearings in October on two advertising-related measures, subcommittee Chairman Frank E. Moss (D-Utah) has announced.

The hearings, scheduled for Oct. 4 and Oct. 12, will deal with the Truth-in-Advertising Act (S. 1461) and the National Institute of Advertising, Marketing and Society Act (S. 1753).

Senators Moss and George McGovern (D-S.D.) introduced S. 1461 earlier this year (BROADCASTING, April 5). The bill would require advertisers to make available to the public full documentation of claims made in their advertising. The media would also be required to tell the public that the documentation was available. And the Federal Trade Commission would insure that advertisers and the media are complying with the provisions of the bill.

The other measure, introduced by Senator Moss last May (BROADCASTING, May 3), would establish a federally funded institute to determine the impact and effects of advertising. Senator Moss said additional hearings, if needed, would be held later in October.

Business briefly:

Miles Laboratories, Elkhart, Ind., through Clifford A. Botway Inc., New York, began a 26-week campaign over the Mutual Broadcasting System last Monday (July 5) on behalf of Alka-Seltzer, marking that product's first network radio campaign in several years.

Colgate-Palmolive, through Norman, Craig & Kummel, both New York, has renewed for another 52 weeks *Dinah's Place* on NBC-TV (10-10:30 a.m., Mon.-Fri.) ("Closed Circuit," June 28).

Burlington Industries, through Doyle Dane Bernbach, both New York, has purchased an advertising schedule for Burlington hose on ABC Radio's American Contemporary and FM Networks.

The Mentholum Co., Buffalo, N.Y., through J. Walter Thompson Co., New York, will launch an August-September campaign for Stop & Grow, anti-fingernail biting product, on news broadcasts of the American Contemporary Network.

Righting 'wrongs': Profile's new ads

FTC approves commercials aimed at 'correcting' previous claims

ITT Continental Baking Co., Rye, N.Y., will air its first "corrective" television commercial for Profile bread in mid-September. On July 2, Continental settled a proposed Federal Trade Commission complaint by agreeing to allot for one year 25% of its Profile advertising budget to "corrective" ads designed to offset previous advertising for the product (BROADCASTING, July 5).

A Continental spokesman said last week that the FTC already has cleared the script of a proposed TV commercial that will use advertising spokeswoman Julia Meade explaining specifically what the product does for the consumer. He said the commercial will be run on TV only, and that no print ads or radio commercials are planned at this time.

Although Continental would not release figures on the amount of money to be spent on the "corrective" ads, the spokesman did say Profile's budget will be in line with past spending. According to the Television Bureau of Advertising, Continental spent \$429,100 on network and \$1,185,800 on spot TV last year, a total of \$1,614,900. If the company spends a like amount this year, about \$403,725 would be used for the new messages. The remaining 75% will go for regular Profile commercials, a spokesman said. Those "regular" commercials were altered in copy approach last fall.

In the "corrective" commercial Miss Meade will explain to the viewer that Profile contains seven fewer calories per slice—because the slices are thinner than regular sliced bread. Commenting that she is mentioning these statistics to clear up any misunderstanding the viewer may have had, Miss Meade goes on to say that to lose weight, a dieter must count calories and have balanced nutrition. Profile helps in achieving a balanced meal, the commercial continues, because it contains protein and other nutrients. The commercial will close with Miss Meade saying the bread is good and tasty and that she and her family enjoy eating it.

The messages also will contain Continental President M. Cabell Woodward's comment, made after the settlement with the FTC, that "Profile's nutrition contribution is helpful in maintaining a balanced diet. It is and has been a significant source of B vitamins, protein and iron—some of the essential nutrients which are often neglected by dieters."

Spotmaster

The Top Turntable



... is Spotmaster's new Studio Pro B, offering instant start and the tightest cue potential in the industry. Heavy duty hysteresis motor drives a 6 1/2 lb. machined aluminum platter in a solid-cast aluminum chassis for inaudible rumble, lowest wow and flutter. Indicator lights tell speed (33 or 45) at a glance, and speeds can be changed with platter in motion. Detachable mounting plate (accepts any tonearm), integral 45 spindle and neutral cue position are other features ... all for just \$198.00.

And an Outstanding New Tonearm

... is the Spotmaster stereo BE-402 (mounted on Studio Pro B above), which combines reasonable cost, rugged design and professional specs. Features include high compliance for modern stereo cartridges, minimum tracking error, anti-skating, low mass, quick-change head, easy single-hole mounting ... for only \$54.95.

Complete line of Gray professional arms and all broadcast quality phono cartridges also available at competitive prices.

And the Best Turntable Preamp



... is our new Model TT-22, all solid state, modular, stereo equalized and completely self-contained. Features separate balance/level controls, high output (+8dbm), phone jack ... plus switchable and removable rumble and scratch filters. Both stereo and mono models are available, starting at \$121.50. Our time-tested TT-20B mono preamp and PR-4C power supply (will power up to 4 preamps) are also available, providing top performance at economy prices.

...all from Spotmaster

PLUS a complete range of accessories for both turntable and cartridge tape operation. Write for details.

BROADCAST ELECTRONICS, INC.
A Filmways Company

8810 Brookville Rd., Silver Spring, Md. 20910
(301) 588-4983

Storm warnings from the FTC

Commission official hints that even more advertising actions may be forthcoming

Advertisers were warned last week by an official of the Federal Trade Commission that in the months ahead the FTC can be expected to enforce more rigorously the advertising standards already on its books but that the commission probably will not need additional regulations.

Gerald J. Thain, assistant director for food and drug advertising, FTC Bureau of Consumer Protection, told a session of the American Bar Association's annual meeting in New York that the FTC will pay special attention to advertising messages aimed at children, those dealing with food products and those claiming to make contributions toward improving the environment. Mr. Thain made the point that he was expressing his own viewpoint and not necessarily that of the FTC.

Mr. Thain cited the development of television advertising into a sophisticated medium, calling it "this new television advertising," which "may invent and cultivate" new desires and wants. "Certainly, if the FTC is to adhere to its statutory mandate to prohibit unfair and deceptive acts and practices, we must understand the new advertising," he stated. "It is with this goal in mind that the commission has announced its intention to hold informational hearings—and I emphasize these are to be informational in nature—to explore the impact of advertising on consumers, with special attention given to television advertising (BROADCASTING, May 17)."

He said the hearings, which are to begin this fall, will provide the FTC with information and expertise from which the commission may evaluate and regulate today's advertising more effectively.

Opposing Mr. Thain's stance was H. Thomas Austern, Washington attorney

and antitrust specialist. He suggested that the FTC "may be wandering into a semantic swamp and approaching critical areas of thought control if not standardized regulation of consumer wants and desires."

He criticized the FTC's approach that advertising it determines to be "an irrational consumer choice" is "unfair" and "illegal," and illustrated his point: "Is a maraschino cherry, tasteful but wholly lacking in nutrition, to be banned because it is merely an optical condiment?"

"Perhaps only a movie actor really needs a new hair groomer, or a still hopeful old maid needs a hair coloring. Ralph Nader obviously does not need a convertible."

Retailers: Look to young radio

Sales firm aims pitch at big chains to use contemporary stations

A drive to sell the top managements of large national and regional retail chains on the values of advertising on contemporary-music radio stations is being developed by Young Adult Marketing Inc., a sales consultant to contemporary-music outlets.

Young Adult is seeking to enlist 65 to 75 stations in support of a two-year campaign that would include not only top-level presentations to managements but also the development of specific radio-test proposals and assistance in conducting the tests. What is needed, according to Young Adult, are commitments totaling \$182,000 for the two-year effort.

Kevin B. Sweeney, president of Young Adult and former president of the Radio Advertising Bureau, said some 40 stations have already enlisted. The monthly rate for the two-year period is twice the participating station's open rate for announcements 10 a.m. to noon.

The projected campaign, called "CHQ" for chain headquarters, is based on the premise that with few exceptions large retail chains "spend less than 1%" of their millions of advertising dollars on contemporary-music radio, and that their media decisions are increasingly

RAB plans Rutgers course

Radio Advertising Bureau will hold a one-week school for radio salesmen at the New Brunswick, N.J., campus of Rutgers University July 19-23. Attendance will be limited to 30 salesmen and the course will cover all phases of radio selling, focusing on two areas: radio's strengths and how to sell them, and the psychology of selling. Participants will live on campus at a cost of \$425. The course was developed by RAB in cooperation with Dr. Harry Sherman, an industrial psychologist.

being influenced if not dictated by headquarters management. "The reason that radio-station salesmen and sales managers cannot persuade the local offices of many chains to buy their stations is because the chain headquarters has 'suggested' that they not buy any radio," Mr. Sweeney said. "CHQ is designed to persuade headquarters to change that edict to permit the use of contemporary stations. And about 80% of all chains must be sold at headquarters."

Young Adult has prepared a list of some 165 such chains. Participating stations are asked to specify those most

important to them, for CHQ presentations.

Mr. Sweeney said the \$182,000 budget could no more than cover the out-of-pocket costs for CHQ but that Young Adult was "not in this to break even or to lose money." The firm expects to make money on CHQ in the long run, he said, from "a small commission" each participating station will pay "after the station has received chain business many times larger than the seed money it has contributed."

Young Adult Marketing is based in Tarzana, Calif., a suburb of Los Angeles.

TheMedia

New deal in Dallas-Fort Worth

Citizen group settles for policy shift there, but 100 others wait for other U.S. stations

Add the Dallas-Fort Worth Coalition for the Free Flow of Information to the list of community groups that have won concessions, some of them far-reaching, from local stations on employment and programing practices. It is also one of some 100 community groups that the Office of Communication of United Church of Christ is aiding in negotiations with broadcast licensees across the country.

The CFFI, composed of 17 groups of blacks, whites, Mexican Americans and American Indians, reached agreements with five stations in its market—WBAP-TV (BROADCASTING, July 5), KXOL(AM) and KBUY-FM, all Fort Worth, and WFAA-TV and KDFW-TV, both Dallas. Five were all the coalition dealt with; it filed no petitions to deny license-renewal applications.

Earlier, it had been learned that a coalition of more than 40 Mexican-American groups in San Antonio had reached agreements with many of the stations in that city (though only a few have thus far been filed with the commission). However, the Bilingual Bicultural Coalition on Mass Media also filed petitions to deny the license-renewal applications of three stations with which it could not reach agreements—KSAT-TV, WOAI-TV and KITE(AM).

Texas, whose stations are due for renewal on Aug. 1, has the potential of being a bloody battleground for renewal applicants. Fourteen stations face petitions to deny; and these include three whose licensees signed agreements with CFFI—WBAP-TV, WFAA-TV and KDFW-

TV. The former owners of a now-dark UHF in San Antonio filed against them and affiliated radio stations on the ground their owners conspired to protect the competitive positions of their respective broadcast-station and newspaper interests.

In the agreements they reached with CFFI, the Dallas and Fort Worth stations promised to hire more blacks, Mexican-Americans and American Indians. Specifically, the stations have agreed to employ minority-group members as newsmen—as reporters and as anchormen—and in public-affairs jobs where they would advise on programing of particular interest to minority groups, as well as in other jobs.

Promises to employ Mexican-Americans were included in the agreement signed with the Spanish-language station in the group, KBUY-FM. The station now employs a number of Mexican nationals. But by June 1972, half of the station's on air staff will be Mexican-Americans, as distinguished from Mexican nationals or other Spanish-speaking persons.

KBUY-FM and the other stations also agreed to set up or expand job-training programs and to provide scholarships for minority-group members interested in careers in broadcasting. WBAP-TV promises to provide at least six full-time tuition scholarships by August 1972.

The agreements, in addition, reflect the coalition's determination to make minority groups and their problems more visible to the station's audiences.

'MIND YOUR MONEY' A FREE CONSUMER ORIENTED PUBLIC SERVICE SERIES from the American Bankers Association

... brings Peter Weaver, nationally syndicated consumer advice columnist into your market area with a series of stimulating 90-second radio features designed to:

- Capitalize on the new interest in "Consumerism"
- Help your listeners stretch their dollars and guard their checkbooks
- Add to your station's stature for community service
- Help your sales by attracting local banks to the use of adjacent advertising time.

Mr. Weaver's comments are entirely his own — distilled from 20 years experience as a business, economic and consumer reporter. His practical hints and advice cover such widely varied topics as: How To Buy Your Next Car ... The Best and Cheapest Exercise Program ... Tips on Selling Your Home ... How To Buy A Bicycle ... Service Contracts—Good Deal or Pure Gamble? ... The Stolen Credit Card. A complimentary set of 48 programs is ready now and more will follow.

"Mind Your Money" has been tested thoroughly with favorable reactions from listeners to WGMS — Washington, D. C., WINA — Charlottesville, Va., and KRAA — Little Rock, Ark.

Send coupon or write for the special AUDITION KIT containing: a tape of the six shows above, a complete listing of the 48 shows now ready, plus biographical data about Mr. Weaver, including the names of the 70 metropolitan newspapers where his syndicated consumer column appears.

RETURN THE COUPON OR WRITE TODAY. The first request from your market area will receive exclusive rights in your market to "Mind Your Money" — so request your audition now.

TO: D. L. Vorrasi
American Bankers Association
1120 Connecticut Avenue, N.W.
Washington, D. C. 20036

Please send us the "Mind Your Money" AUDITION KIT

Station _____

Address _____

Zip _____

Attention: _____

B7-12



When Hair came to Memphis.

All hell didn't break loose.

Which is what you might expect when interracial rock collided with Solid South. What did break loose were a lot of the old barriers. The old stereotypes. The old, uptight attitudes. How did the first real musical classic of the love generation generate love? Very largely because of a love of a documentary film.

We called it "When Hair Came to Memphis." We produced it at WMC-TV. And people say it's the best film documentary ever made by a television station anywhere, any time. And with Scripps-Howard, what the people say goes.

Maybe making so controversial a film wasn't playing it safe. But we don't worry much about playing it

safe. As long as we're playing it straight. Not talking to . . . but talking with . . . the people in the communities we serve. We're glad we helped Hair grow on Memphis.

Sure it takes guts to get at the problems that are really close to the community. But we think we've got what it takes.

Scripps-Howard hits home.



The Scripps-Howard Broadcasting Co. WEWS (TV) Cleveland, WCPO-TV Cincinnati, WMC, WMC-FM, WMC-TV Memphis, KTEW (TV) Tulsa, WPTV (TV) West Palm Beach, WNOX Knoxville.

groups, "including," as a provision in the WBAP-TV agreement put it, "the areas of poverty, economic development and heritage and culture of minority groups, and in-depth exploration of controversial issues." KDFW-TV in addition to programming proposals already contained in its renewal application, said it will produce nine to 12 half-hour documentaries each year for showing between 6 and 11 p.m., at least two thirds of which will deal with matters of direct concern to minority groups.

Another provision in the agreements commits the stations to establish an "awareness" program for their staffs. It would be designed to make employees sensitive to the needs, interests, and problems of community groups.

The coalition welcomed the agreements as eliminating the need for protracted license-renewal hearings before the FCC. It also said they are "an indication of the positive results of unified citizen action to promote improved broadcasting in the community."

It added: "The results of many months of effort and willingness of the greater percentage of the local broadcast media to negotiate with the public they serve—as well as the willingness of the stations to reassess their role in the community—are gratifying."

The United Church of Christ's Office of Communication is financed by a Ford

Foundation grant in aiding community groups dissatisfied with their broadcast service. It provides legal and technical advice as well as help in monitoring stations. One of the other groups it is assisting is the Houston Broadcasting Coalition, which two weeks ago filed petitions to deny against KCOM(AM) and KYOK(AM).

The San Antonio group's effort was conceived and directed largely by local Mexican-Americans. However, it was given some outside help. Domingo Nick Reyes, of Washington, executive director of the Mexican-American Anti-Defamation Committee, and a former broadcaster, and Joseph Gibson, the committee's counsel, provided technical assistance.

Changing Hands

Announced:

The following sales of broadcast stations were reported last week, subject to FCC approval:

■ KCSR(AM) Chadron and KVSH(AM) Valentine, both Nebraska: Sold by E. F. Huse Jr. to Kermit G. Kath, Dr. Gerald W. Rounsborg, Tony Kehl and Donald E. Jones for \$262,500. Messrs. Kath and Kehl own KGOS(AM) Torrington

and KWOR(AM) Worland, both Wyoming. Mr. Kehl also has a 33 1/3% interest in KVOW(AM) Riverton, Wyo., and is applicant to purchase the remaining interest in that station. Dr. Rounsborg has a medical practice in Torrington and Mr. Jones is an attorney in that city. KCSR is a daytimer on 610 khz with 1 kw; KVSH operates on 940 khz with 5 kw, also daytime. Broker: Hamilton-Landis & Associates.

■ KABL-AM-FM Oakland-San Francisco: Sold by the McLendon Corp to Starr Broadcasting Group Inc. for \$10.5 million (see page 41).

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 57).

■ WKBH(AM) La Crosse, Wis.: Sold by Howard Dahl, Kenneth Dahl, Catherine Dahl Wook, Dorothy Dahl Kranick, W. T. Burgess, Ray Ping and group broadcaster and publisher Lee Enterprises, whose stock is voted by Mr. Burgess, to Family Radio Inc. for \$530,000. Mr. Burgess is publisher of the *La Crosse Tribune*. Family Radio Inc. is 81%-owned by WSJM Inc., licensee of WSJM-AM-FM St. Joseph, Mo., the principal stockholders of which are Joseph Mackin and William Walker. Messrs. Mackin and Walker also have interests in WISM-AM-FM Madison, WOSH-AM-FM Oshkosh and WBEV-AM-FM Beaver Dam, all Wisconsin; WITL-AM-FM, Lansing, Mich., and WYFE(AM) Rockford, Ill. WKBH operates full time on 1410 khz with 5 kw.

■ WKTC(AM) Charlotte, N.C.: Sold by Action City Broadcasting Corp. to George H. Buck Jr. for \$210,000. Action City is owned by the New York law firm of Cowan, Liebowitz and Latman. Mr. Buck owns WCOS(AM) Columbia, S.C. WKTC operates daytime on 1310 khz with 1 kw.

ACTS says UHF needs no friends like the FCC

The FCC's proposed distant-signal importation plan for CATV, designed to promote UHF broadcasting, will have just the opposite effect, according to the All-Channel Television Society.

In a letter to Senator John O. Pastore (D-R.I.)—chairman of the Communications Subcommittee, before which the FCC appeared last month to unveil its tentative plans for CATV (BROADCASTING, June 21)—ACTS said the commission's proposal "can only do affirmative harm to our industry [UHF] and abort its development. . . ."

The commission had told the subcommittee it is considering authorizing



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cable systems in the top-50 markets to import whatever distant signals they need to provide at least three network signals and three independents. In markets 51-100, systems could import signals needed to provide a service of three network and two independent stations. In any event, CATV's in the top-100 markets could carry two additional distant signals—whether or not they are needed to provide minimum service.

"The effect of the adoption of these proposals . . . will be horrendous," ACTS told Chairman Pastore. "The carriage of the two additional stations will undoubtedly divert audience away from the local independent UHF stations and make them less attractive to advertisers," it said, and the loss of advertisers and revenue will hamper the ability of these stations to produce locally originated programming.

Degradation of local service will not be made up from other sources and importation will not result in programming origination by cable systems, ACTS predicted.

Newest guardians of public interest

'Publicable' aims to insure that citizens are served by CATV

An organization that draws its membership from a broad spectrum of more than 40 national educational, public-service and community groups as well as government agencies, has appeared on the CATV scene with a declaration that its purpose is to protect the public interest in the development of cable communications systems.

"Publicable," as it is called, "was formed because of concern by many of its members that the public interest is not being served adequately in cable communications developments, principally the establishment of cable-television systems throughout the country," said Dr. Harold E. Wigren, of the National Education Association, who is temporary chairman of the Washington-based organization.

Publicable, the organization said in a news release, is designed to assure all segments of the population an opportunity to become involved in the development and use of cable communications systems and to make sure that governmental units recognize an obligation to protect that opportunity.

Dr. Wigren expressed concern that many local governments that have already granted CATV franchises or are in the process of doing so are acting "primarily on the basis of economic considerations and without sufficient at-

tention to other aspects of cable communications vital to the public interest." He mentioned specifically access to and control of the uses of cable.

Dr. Wigren said that Publicable would not necessarily take positions on any of the issues involved, but that it would seek to identify the issues—"to bring them to public attention"—so that government and the public can better understand them.

The 72 individuals who are members of the ad hoc coalition come from such organizations as the International City Managers Association, the National Urban League, the Council of State Governments, the National Association of Educational Broadcasters, the National Education Association, the Consumer Federation of America, Black Efforts for Soul in Television, the National Citizens Committee for Broadcasting, the Corporation for Public Broadcasting, and the National Mexican-American Anti-Defamation Committee Inc. The government agencies represented are the U.S. Office of Education, the Department of Justice's Community Relations Service, the Office of Economic Opportunity and the U.S. Commission on Civil Rights.

Dr. Wigren said that the organizations themselves are not members of Publicable and are not necessarily bound by its actions. But he said that most

would be expected to inform their respective membership on developments in cable communications. "In that way," he said, "we hope to reach a broad cross-section of the American public."

Besides directing much of its effort to the local level, Dr. Wigren added, Publicable will work on the state and national levels—with the FCC, Congress and the high-level administration committee that President Nixon has appointed to develop national CATV policy (BROADCASTING, June 8).

Publicable expects to elect a permanent slate of officers in the near future. It also is exploring the possibility of obtaining financial support from private foundations and of opening a Washington office, Dr. Wigren said.

Salant cited for service

The National Catholic Office for Radio and Television has awarded Richard S. Salant, president of CBS News, its distinguished service award for 1971.

Charles E. Reilly, director of NCORT, cited Mr. Salant for "personal integrity and commitment to the highest standards of broadcast journalism." The award was established in 1970 to honor an individual in the broadcast field whose personal activity best illustrates service to the American public.

25

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Mrs. Reid

A tilt to the right on the FCC

That's how balance is expected to swing next October when conservative Mrs. Reid replaces moderate Houser

The 15th congressional district of Illinois, its eastern border some 40 miles west of Chicago, is spiritually and geographically in the heart of middle America. The people are solid, conservative, Republican. They have elected and re-elected four times as their representative in Congress a woman who has given them solid, conservative Republican votes. The conservatively oriented Americans for Constitutional Action, which rates members of Congress according to the conservative nature of their votes, gives Charlotte T. Reid a cumulative score of 93%.

Now, in a sense, the people of the 15th district of Illinois are sending Mrs. Reid to the FCC. President Nixon, impressed by her work in Congress and determined to name more women to high government office, has nominated her to succeed FCC Commissioner Thomas J. Houser, a moderate Republican (BROADCASTING, July 5). The nomination was sent to the Senate last

week, and Commerce Committee hearings on it are expected before the August recess, although Mrs. Reid will not move over to the commission before October; she wants time to complete her Appropriations Committee duties.

In appearance and manner, Mrs. Reid suggests not so much a shrewd, tough politician as the handsomely matured version of the pretty Charlotte Thompson who, under the stage name of Annette King, was featured vocalist on *Don McNeill's Breakfast Club* and *Club Matinee* in 1936-39. The shows originated in Chicago, then a major radio center. And Mrs. Reid, born in Kankakee, Ill., on Sept. 27, 1913, grew up in Aurora, near Chicago.

She settled in Aurora after marrying Frank Reid Jr., and returned to radio only occasionally, as a fill-in on the McNeill Show. Her plunge into politics was as unexpected as it was unwanted: In 1962, Republican leaders asked her to run for Congress in place of her

husband, who had died suddenly after winning the nomination.

Still attractive, with hazel eyes and the warmest smile this side of the Mississippi, she seems capable of counterbalancing the dourest look of which FCC Chairman Dean Burch, known for his dark moods, is capable. She is no little old lady in tennis shoes.

She is, however, cautious. Though Senate confirmation of her nomination would appear to be a foregone conclusion—on the basis of congressional courtesy, if nothing else—she refuses to take it for granted. Whenever the subject comes up, she notes that the Senate must act. "Of course, I have high hopes," she said last week. "But since the nomination must be approved by the Senate, you can't be certain."

She is careful, to the point of muteness, on matters now pending before the FCC. "I'd prefer not to discuss FCC issues until after I'm confirmed," she says, somewhat apologetically, when

Examiner finds rule in rulemaking

He proposes denial of AM sale to weekly in an Atlanta suburb

In the midst of the FCC's controversial rulemaking that proposes to prohibit newspaper ownership of a broadcast facility in the same market, an FCC hearing examiner has recommended denial of the sale of a suburban Atlanta AM station to a weekly paper in the same community. In an initial decision, Examiner Forest L. McClenning found that the transfer of control of WYNX (AM) Smyrna, Ga., to Times-Journal

Inc. would result in an "undue concentration of control" in Smyrna and its surrounding area.

In his decision, Mr. McClenning said if "the commission's concern as to the diversification of the ownership of mass media is to be given meaning in the context of this proceeding, there is no possible ground upon which an affirmative finding that the proposed transfer would serve the public interest can be based." Times Journal Inc. controls Smyrna's only newspaper (a weekly). It also owns the *Marietta* (Ga.) *Times-Journal*, the only daily paper in that nearby city, and most of the weekly publications in communities surrounding Smyrna. In addition, some of its principals have interests in WBLJ (AM) Dalton, Ga., 60 miles from Smyrna.

The sale calls for the transfer of 75% of the stock of Jonquil Broadcasting Co., the WYNX licensee, from Laurence N. Polk Jr., the sole owner, to Times-Journal Inc. The other 25% would go to M. W. Kinney Jr., who has a 15% interest in a Times-Journal subsidiary which publishes weekly newspapers in Atlanta suburbs.

The principal issues in the proceeding set by the commission when the transfer application was designated for hearing in January 1970 were whether Smyrna residents receive full broadcast and newspaper service from Atlanta media, as the buyer asserted, or whether Smyrna was in itself a community dependent upon its own print and broadcast services. (WYNX is the only AM station in the community; there is one



Mr. Houser

asked about such things. And then she makes it clear she won't be prepared to discuss commission matters the day she is confirmed, either. She would want time to study the issues.

She is no great fan of television; she lacks the time for most programing, except news and special events and, on occasion, a late movie. She acknowledges that, because of her background, she would be particularly interested in fairness-doctrine and Section 315 matters. But she will approach those questions with no bitterness. The media—broadcast and press—she says, “have all been good to me.”

Mrs. Reid feels her nine years as a legislator give her valuable background for work as a commissioner, particularly when they are balanced with her experience in broadcasting. And a newsman from her home town, Don Weis, managing editor of the *Aurora Beacon News*, who says he has known Mrs. Reid for 40 years, thinks she will make a good commissioner.

“She’s a student of anything she’s involved in. She’ll become expert in a short time,” he says. She’s “great,” he says. “In this district, you couldn’t get rid of her. Her closest victory was five-to-one. She has tremendous popularity.” The secret of her success, he suggests, is that “she votes the way she thinks the

people back home want her to vote.”

But no one suggests she is uncomfortable in the conservative’s role. Newsmen and others who know her feel that as commissioner, she would favor less rather than more government regulation. “She believes in state’s rights, in leaving controls at home, in voluntary controls—things of that kind,” says Mr. Weis.

One reporter who has covered her in Washington expects her to be “more orthodox rather than imaginative” on the commission and to be “industry-oriented rather than government-oriented because of her conservative background.”

What this attitude may mean when translated into FCC votes remains to be seen. Conventional wisdom appears to be that she will provide a more reliable source of support for Chairman Burch than did Commissioner Houser, who occasionally strayed from the Burch line, to the left. And this, broadcasters and others regulated by the commission are quick to assume, is to the good.

However, Chairman Burch has yet to reveal himself a captive of any industry. He took the lead in opening the question of whether broadcasters are serving the children in their audiences. And he seems determined to lower, if not remove, the barriers holding back expansion of CATV into the major markets. Mrs. Reid’s support of such endeavors, assuming she gives it, wouldn’t be expected to elicit cheers from broadcasters generally.

As for Commissioner Houser, who was appointed to the commission in December to fill out the term that ended June 30, he is attempting to bow out as a commissioner as gracefully as he can, given the rumors that the President’s failure to reappoint him stemmed somehow from differences he had with Chairman Burch. “Upon accepting my appointment,” he said in a statement last

week, “I was fully cognizant of the fact that I would serve an interim term”—a public acknowledgment that Mrs. Reid was the President’s choice for the seven-year term that was to begin July 1.

But the statement also reflected the interest he had, and never hid, in reappointment. His experience on the commission, he said, “has been one of the most personally rewarding experiences of my life. Had my continued service in this capacity been seen as the most desirable manner for service to this administration and to the nation, I would have accepted the challenge.”

The statement went on to say that his future plans were indefinite and that he would spend the next few weeks consulting with friends, in and out of the administration, on how to use his background and experience to “fulfill a multitude of private obligations.” He was a Chicago attorney before being tapped for government service two years ago as deputy director of the Peace Corps.

Reports that he might run President Nixon’s re-election campaign in Illinois next year must be regarded as speculation at this time, he says. “It’s a possibility. Illinois [Republican political] leaders have talked to me about this, but I’ve had no serious conversations with anyone who might be in charge of the campaign.” Mr. Houser ran Senator Charles Percy’s (R-Ill.) successful Senate campaign in 1966.

In what had the ring of a farewell statement, Mr. Houser spoke warmly of the associations he has had with fellow commissioners, staffers and the “energetic and creative ladies and gentlemen who have effectively represented the communications industry.” He spoke, too, of the “dynamic leadership of Chairman Burch,” under which “progressive initiatives have been taken in a multitude of areas. . . .” Mrs. Reid, who has come a long way from Aurora, still has much to look forward to.

FM and one weekly newspaper, the *Smyrna Neighbor*, which is controlled by the *Times-Journal*.) The *Times-Journal* contended that media ownership in the area is diverse since Smyrna is served by broadcast stations and newspapers from Atlanta, which is less than two miles away.

But in his decision, Mr. McClenning pointed out that only WYNX and the *Times-Journal* Inc. papers have consistently dealt with issues of importance to Smyrna, and found the buyers’ contention that Smyrna is a “bedroom community” of Atlanta to be erroneous. He also found “no indication” that the *Times-Journal*’s programing proposal for WYNX would improve the station’s news and public affairs programing. The examiner’s decision will become a

final action within 50 days unless it is appealed or the commission chooses to review it.

Time Inc. draws nigh to more station sales

Contracts for the sales of three more Time Inc. radio stations—KOGO(AM) San Diego to Retlaw Enterprises for \$2.9-million cash and KLZ-AM-FM Denver to Group One Broadcasting Co. for \$2.7-million—were announced last week. Tentative agreements had been disclosed earlier (BROADCASTING, May 3).

Retlaw, owned by members of the Walt Disney family, is the licensee of KJEO-TV Fresno, Calif., and among other interests operates the Santa Fe and Disneyland Railroad at Disneyland, has

minority interest in some Walt Disney Productions films and owns the rights to the Walt Disney name. It is headed by William H. D. Cottrell.

Group One, headed by Roger G. Berk, presently owns WONE-AM-FM Dayton and WAKR-AM-FM-TV Akron, both Ohio, and KBOX-AM-FM Dallas.

Time has sold KOGO-TV, KLZ-TV and its three other television stations to McGraw-Hill for \$69.3 million, and has contracts or agreements in principle for the disposition of its four AM and four FM stations to individual buyers, including a tentative agreement for the sale of KOGO-FM to Kelly Broadcasting Co., owner of KCRA-AM-TV and KCTC-(FM) all Sacramento, Calif., for \$250,000. All sales are subject to FCC approval.

Is an elite taking over ETV?

Yes, says participant in Carnegie study,
deploring power of Ford Foundation, CPB

The direction of noncommercial television has veered sharply from the course charted for it by the Carnegie Commission on Educational Television in its 1967 report.

This appraisal of the commission's recommendations four years ago and the state of noncommercial television in 1971 highlighted a speech given by Arthur L. Singer Jr., who was instrumental in the establishment of the Carnegie Commission. Mr. Singer told an audience of ETV representatives in Boyne Highlands, Mich., a fortnight ago that his comments were based on a collaboration with Stephen White, who was the author of the Carnegie Commission's report.

Mr. Singer made it clear that he was asked to address his speech solely to the question of whether there was "a match or a mismatch" between the recommendations of the Carnegie Commission and noncommercial TV today—and concluded there is "very little match." Mr. Singer also emphasized that he and Mr. White were speaking purely as individuals and not on behalf of the Carnegie Commission or the Alfred P. Sloan Foundation, with which they are now associated.

The Carnegie report, according to Mr. Singer, was "a plea for pluralism, a plea for localism, a plea for breadth of attack, a plea for an escape from the ponderousness and pedagogy that had afflicted most of ETV." He indicated strongly that these goals had not been attained.

"The present system is not pluralistic," he maintained. "It is dominated by the Corporation for Public Broadcasting, the Public Broadcasting Service and the Ford Foundation. What goes on the air on the system, as distinct from purely productions, is what these institutions approve."

He agreed that program production is dispersed, with production in various cities around the country. But he pointed out that financing comes from the three major institutions, which evaluate programs for their national significance and place them on a network on the basis of their judgment. He called this procedure "dispersal in name only."

Mr. Singer said the Carnegie Commission envisaged a system in which a station in Boston, for example, would, on the basis of past performance, be awarded a substantial sum to produce a program for an audience in Boston

and New England. If a program turned out to be of widespread interest, as did *Julia Child*, the *French Chef*, he continued, the entire noncommercial TV system could obtain the program if individual stations so desired.

"That is not what is happening," Mr. Singer said. "Boston is awarded funds on the basis of what Washington and New York think it should be doing. It is not truly a point of program generation; it is a branch office."

Mr. Singer claimed that the public television system is "primarily journalistic." He said that "if you are going to make a case for national exposure, on a local basis, you almost have to do it on the basis of journalism, which doesn't really take much creative talent."

"As I said, there are other reasons as well for the journalistic bias of the system," he remarked. "I will not dwell on them—only to ask you to consider what public television would be like today if McGeorge Bundy's principal adviser in these matters were David Merrick." (The television consultant of the Ford Foundation, of which Mr. Bundy is president, is Fred Friendly, former president of CBS News; David Merrick is the well-known theatrical producer.)

Another departure from the Carnegie recommendation was sounded by Mr. Singer when he asserted that noncommercial television has cast itself in the role of commercial network television."

"The networked programming is every bit as centralized and in its own way as dehumanized as the network programming of NBC or CBS," he contended. "The nonnetworked programming is local and parochial. And this is exactly what the Carnegie Commission did not have in mind."

Mr. Singer emphasized that his re-

marks were not directed to people in public television, but to the structure of ETV after the issuance of the Carnegie Report. He noted that Carnegie considered the advisability of a fourth network and rejected it.

"The public television system has assumed the posture of a fourth network, with what are really insignificant variations, and is now operating exactly the way it was assumed, a few years back, a fourth network would operate," Mr. Singer insisted.

He acknowledged that some creditable programs have been carried on public television, but observed that *Civilisation*, *The First Churchills* and *Forsythe Saga* were BBC productions and *Sesame Street* originated from the Children's Television Workshop. He singled out for praise the dramas produced by Lewis Freedman and pointed to the general acceptance of *The Great American Dream Machine*.

Mr. Singer maintained there is a place in public television for locally produced programs, using local talent. He conceded that many of the resulting productions may only be "locally or regionally enjoyed," but some may emerge that can be circulated nationally.

"Over time, the mere existence of this ladder to eminence might be the strength of public television," he stated.

Reaction in the ETV centers that received much of the criticism seemed less offended than might have been expected. Some suggested this was because, at least for them, Mr. Singer had taken much of the sting out with an ad lib remark to his live audience, unknown to newsmen and others to whom his text was made available later.

A CPB official who heard the speech explained that Mr. Singer had told his audience—and Mr. Singer later confirmed the remark—that he was not all that dissatisfied with noncommercial television as it exists today, but had been asked to compare it with the original Carnegie blueprint and accordingly had done so.

In his formal text Mr. Singer also noted that the Carnegie Commission had been envisioning a CPB with far better financing than CPB has yet received. And although public TV "is now pretty much a fourth network," he added, "the more important fact, we truly believe, is that you now have, in the [CPB], a dedicated institution led by able and dedicated people." He ended on this note:

"You have throughout the country a system in being, and men and women who are devoting their careers to making it everything it might be. You have, in the last year or so, made the entire country sit up and take notice. Let us hope that, whatever the course you may adopt, E. B. White will in the end have

Number 29 for Cypress

Cypress Communications Corp., Los Angeles, has acquired its 29th cable television system, Skyline TV Cable Inc., which serves approximately 1,700 subscribers in California's San Bernardino county. All the stock in Skyline was purchased for an undisclosed amount of cash and the assumption of the CATV company's debts. Cypress Communications owns and operates CATV systems in 17 states.

made his point after all [that public-television programming should be "our Lyceum, our Chautauqua, our Minsky's and our Camelot"]."

Mr. Singer's was the keynote speech June 28 at a meeting of some 250 development and promotion directors of noncommercial stations and representatives of CPB, PBS, National Educational Television and the National Association of Educational Broadcasters.

AM has affiliation troubles with FCC

The FCC has notified KCIJ(AM) Shreveport, La., that it is liable for a fine of \$7,500 for rule violations in connection with KCIJ's affiliation with the Mutual Broadcasting System.

And in imposing the uncommonly severe notice of apparent liability, the commission warned Radiozark Broadcasting of Louisiana, the KCIJ licensee, against repetition of other alleged violations by the station for which no fines could be imposed due to the passing of a one-year statute of limitations.

The commission said KCIJ failed to file a copy of its affiliation contract with MBS within the required 30-day deadline after its consummation and that KCIJ had also made fraudulent billings to the network.

It was further charged that KCIJ's president, John B. Mahaffey, had requested station personnel to give extensive air play to music published by himself and other station principles, and that the station had in the past permitted the operating log to be signed by an unlicensed person.

KCIJ has 30 days to pay the fine or file an appeal.

The airwaves must be in their blood

A good number of the FCC alumni is finding that a craft of a lifetime can be an invaluable aid in maintaining ties with former colleagues. Most particularly, the engineering pros have come up with an "amateur" solution for reunions.

That's the word from Frank M. Kratokvil, who retired as chief of the commission's Field Engineering Bureau to live in Winter Park, Fla., where the FCC acronym is more accepted as the Florida Citrus Commission.

"Keeping in touch by ham radio," he noted last week, "is easier than writing and has the advantage of the natural voice with mannerisms and inflections." It's so convenient, Mr. Kratokvil added, that there is an informal "Old Goats Network" on 7210 khz, the "Seven Day Weekenders Network" on 14,285 khz and a third network, using Morse Code, which is the FCC

network and which meets on Sundays at noon.

Former FCC Commissioner George E. Sterling, operating WIAE from Peaks Isle, Me., is a frequent voice on the Old Goats Network, according to Mr. Kratokvil, who said that news of FCC personnel is relayed by himself; Ed White, one-time chief of Safety and Special Service Bureau; George S. Turner, former chief of the Field Engineering Bureau, and Ralph Renton, ex-chief engineer of the FCC.

Others from the commission regularly on the circuit: Lou North, one-time aide to former Commissioner Kenneth Cox; Stacy Norman, ex-inspections chief; Irving Weston, monitoring; Ivan Loucks and William Grenfell, amateur division; John Corkill, international division; Tex De Bardeleben, emergency broadcast services; Clint

Barrick, aide to Commissioner Robert T. Bartley; Mac Ivor Parker, Broadcast Bureau; John O'Malley, formerly of the general counsel's office and many "retired and just tired" FCC personnel.

Augmenting the list, according to Mr. Kratokvil, are A. Prose Walker, former National Association of Broadcasters chief engineer; consultants Merle Saxon and Walter Hammond, and Jim Veatch of RCA.

"It's surprising the number of station owners, network executives and hired help you meet on the amateur band," he commented. It has given impetus, he said, to an annual gathering in January, usually at the New Everglades hotel in Miami, and a reunion in the spring in Washington. The latter event is handled by Al Evangelista, of the FCC's Broadcast Bureau, and Merle Glunt, of the chief engineer's office.

Starr expands, McLendon reduces

S.F. buy gives Starr four purchases on file at FCC; it's McLendon's second recent major sale

The McLendon Corp. is selling its KABL-AM-FM Oakland-San Francisco. That was disclosed last week by Starr Broadcasting Group Inc., which will acquire the stations for \$10.8 million.

A formal sales contract was signed last Friday (July 9). It comes slightly more than a month after the announcement of McLendon's sale of KLIF(AM) Dallas, the key station of that broadcast group, to Fairchild Industries (BROADCASTING, May 31). That sale, subject to FCC approval, is for \$10.8 million.

The announcements of the Dallas and Bay Area sales have prompted some speculation that the broadcast empire of Gordon McLendon—whose innovations in radio programming have been numerous since World War II—is to be largely reduced. But Mr. McLendon said last week that there is "categorically" no truth to these reports, adding that McLendon plans no further sales in the immediate future. (The Dallas-based company has said it will retain KNUS-FM there if the sale of the AM to Fairchild is consummated.)

Approval by the FCC of the sale of the KABL stations, which was reported two weeks ago ("Closed Circuit," July 5), would leave the McLendon Corp. with WYSL-AM-FM Buffalo, N.Y.; WNUS-AM-FM Chicago; WWWW(FM) Detroit; KOST(FM) Los Angeles; KCND-TV Pembina, N.D., and KNUS. The company, which is principally owned by Mr. McLendon and his family, also has extensive oil, real estate and theater holdings.

Starr, a publicly owned company, is the licensee of KISD(AM) Sioux Falls, S.D.; KUDL-AM-FM Kansas City, Mo.; KYOK(AM) Houston; WBOK(AM) New Orleans; WLOK(AM) Memphis; KXLR(AM) Little Rock, Ark., and KDTX(FM) Dallas. Starr is also awaiting FCC approval of its applications to buy two television stations: WCYB(TV) Bristol, Va., and KHVH-TV Honolulu. A third application before the commission—to purchase WCAM(AM) Camden, N.J., is being contested by local chicanos.

KABL operates on 960 khz with 5 kw; KABL-FM is on 98.1 khz with 100 kw and an antenna 1,090 feet above average terrain. Blackburn & Co. is the broker in the transaction.

Radio experimenters financed

The Corporation for Public Broadcasting has announced a grant of \$98,616 to finance the third year of operation at the National Center for Audio Experimentation.

The center, located at noncommercial WHA(AM) Madison, Wis., is a joint project of the corporation and the University of Wisconsin. The center holds workshops for radio-production personnel and has just concluded the first workshop for 18 audio technicians from noncommercial radio stations.

CPB President John W. Macy Jr. said the center "has made a significant contribution to the study of aural techniques and has helped generate a renewed interest in public radio."

Staggers contempt move assailed

Some of his colleagues among citation critics; chairman renews plea for more House support

The House Commerce Committee's recommendation that CBS and its president, Frank Stanton, be cited for contempt of Congress for refusing to supply outtakes from *The Selling of the Pentagon* (BROADCASTING, July 5) has provoked sharp criticism from broadcasters, some House members and the American Civil Liberties Union.

On the other hand, Commerce Committee Chairman Harley O. Staggers (D-W. Va.) keeps trying to drum up more House support for the recommendation of his committee. His latest move came last Thursday (July 8) in a letter to House members and in a floor speech.

In a statement issued last Wednesday (July 7), Thomas Powell, president of the Associated Press Broadcasters Association (and news director of WDAU-TV Scranton, Pa.), urged the House "to give most careful consideration" to the committee's recommendation. "Issuance of contempt citations would be, in effect, a vote to divorce broadcast journalism from the First Amendment and to establish the government as editorial overseer of every radio and television newsroom in the country," he warned.

Representative James T. Broyhill (R-N.C.), one of the 13 Commerce Committee members who voted against recommending the contempt citation, agreed that the action sets a dangerous precedent by seeking to establish Congress as the final judge of editorial comment. It "has drastic implications of abridging freedom of press," he said.

Representative James V. Stanton (D-Ohio), no relation to Dr. Stanton, said the House should reject the recommendation because there is no "clear and compelling national interest" to justify the demand for the outtakes.

He contended that "outtakes are in fact television's counterpart to a reporter's notes. A film interview is constitutionally indistinguishable from an interview in which a reporter makes his own written notes or uses a recording device." And, he pointed out, Supreme Court decisions have repeatedly held "that the First Amendment prohibits compulsory disclosure of confidential associations and private communications obtained in a context analogous to a

newsman's situation." These decisions, he said, have placed broadcast and print journalists on the same footing.

In a telegram to House Speaker Carl Albert (D-Okla.) and House Minority Leader Gerald Ford (R-Mich.), ACLU Executive Director Aryeh Neier said CBS's refusal to turn over the outtakes was "the only response that a news medium could make to the government's intrusion into television news reporting." The fact that TV is licensed by the government does not give government the right to invade news content, he added. "We urge that the House exercise independent and wise judgment and reject the committee's recommendation which imperils the freedom of communication which a free society always needs," he said.

In his letter last Thursday to House members and in his floor speech, Chairman Staggers urged the House to issue the citation, warning that CBS's refusal to supply outtakes from *The Selling of the Pentagon* program could prevent enforcement of "any laws Congress might enact directed against calculated manipulation of the news."

Contending that the public bases its votes on information it receives from

television, which he described as the "most prominent" news source, Chairman Staggers charged that "the raw naked power to manipulate by gross fabrication the input data is the power to manipulate, however well intentioned, the decision-making process of the American electorate."

The chairman said his committee has the responsibility "to answer this direct attack upon its right to investigate for the purpose of legislation. By its contempt resolution of July 1, the committee has made clear its intention to meet this calculated affront."

The Commerce Committee's report on the contempt recommendation, including majority and minority views, is to be filed with the House soon. Scheduling of the issue for floor action is up to Chairman Staggers and the House leadership. A vote could come this week. Chairman Staggers has indicated he wants House action as soon as possible. If the House were to vote the citation, the issue would go to court.

British minister is no Staggers

BBC-government sequel to U.S. 'Selling' flap elicits hands-off statement

The conflict between broadcasters and national government over network programming does not appear to be unique to this country. But, while CBS and its president, Frank Stanton, await a House decision on a contempt citation stemming from their refusal to produce outtakes for *The Selling of the Pentagon*, a British minister has declared a hands-off policy toward government reaction to broadcast comment.

The row, not without precedent there, comes at the heels of a film entitled *Yesterday's Men*. Named after a campaign phrase used by the British Labor Party to describe its Conservative opposition, the film turns the phrase to examine the ousted Labor government. Since its broadcast on June 17 criticism has poured in from

"You're Certainly Not Going To Let That Thing Stand In The Way Of 'Congressional Courtesy,' Are You?"



Copyright 1971 by Herb Block in the Washington Post

throughout the government, from Conservatives as well as Laborites, alleging that the people who took part in the film's production were misled as to the thrust of the documentary.

Opposition leader Harold Wilson attacked the BBC for leaking what he termed a distortion of the amount which he received for his memoirs. Discussion of the amount had been part of the interview for the film's production, but was not actually used.

In response to general criticism, the BBC, an independent public corporation outside the scope of government control, began its own inquiry into the film's production.

According to the film's critics former Labor ministers were approached by the BBC for help in preparing a documentary on the role of the "opposition" in the British political system. What they were presented in the completed film, they felt, were the spicy trimmings showing the opposition financially downtrodden and preoccupied with ousting current Prime Minister Harold Heath.

Despite suggestions made before Parliament to set up a broadcasting council and to appoint an ombudsman for the industry, Minister for Posts and Telecommunications Christopher Chataway, refused to intervene. He felt that the best regulation would be done by the governors of the BBC and the members of the Independent Television Authority (the government-created body that administers programming contracts for commercial TV) and that broadcasters themselves, as "trustees of the public" should investigate any complaint of that kind. Intervention by the posts and telecommunications minister he felt would be detrimental to keeping "broadcasting in this country free from political control."

Particularly vocal on the BBC documentary were Laborite Richard Crossman, who criticized the program's editing techniques, and Joseph Ashton, who is also a Laborite member of Parliament.

Mr. Crossman felt strongly that the editing techniques used gave the BBC "license to distort and misrepresent" and to practice "a special kind of fraud . . . which is the monopoly of television and, to a lesser extent, radio."

Mr. Ashton expressed fear that a situation was developing in which politicians could not interfere with or try to control television, but that television was actually interfering with and controlling them.

In the past, complaints against the BBC were dismissed in Parliament on grounds that the corporation was not subject to government control. With the apparent intervention refusal on the part of Minister Chataway, no one is

quite sure what the outcome of the current controversy will be; however, the pairing off of government and broadcasters, according to BBC New York representative David Webster, "could make life more difficult" for all concerned.

Changing Formats

The following modifications in program schedules and formats were reported last week:

■ WCCC(AM) Hartford, Conn.—Greater Hartford Communications has announced alteration of station's format from MOR to an all-request music schedule. In making the change, it was noted that daily 6-9 a.m. news segment would be dropped. WCCC-FM will continue to broadcast full time seven days per week. WCCC(AM) broadcasts on 1290 khz with 500 w day.

■ WBCM(AM) Bay City, Mich.—Michigan Broadcasting Co., has announced format change from MOR to youth-oriented contemporary aimed at 18-to-49 age group. Change became effective June 7. WBCM operates on 1440 khz with 1 kw day and 500 w night.

■ KGRV(FM) St. Louis—Apollo Radio has changed station's format from adult-oriented MOR to middle-of-the-road standards, popular, contemporary instrumentals and male vocals. Station operates on 107.7 mhz with 100 kw and has antenna 320 feet above average terrain.

■ KXLY-FM Spokane, Wash.—Spokane Radio Inc. has modified station's format effective May 31, from country-and-western music to contemporary good music. KXLY-FM operates in stereo on 99.9 mhz with 4.6 kw and has antenna 3,010 feet above average terrain.

ABC again asks waiver for prime-time sports

ABC last week requested a waiver of the FCC's prime-time access rule to permit its affiliates to broadcast certain sports events during the forthcoming fall season and the beginning of 1972. The network also sought a blanket waiver for its coverage of the 1972 Olympic games during August and September of next year.

In asking the commission to waive the rule—which prevents affiliated stations in the top-50 markets from carrying more than three hours of prime-time network programming per evening—ABC emphasized that only two time zones would be affected in most cases. And although many of the broadcasts

in question will not take place for months to come, it added, advertising and scheduling obligations make it necessary to seek out FCC authorization far in advance.

ABC asked that it be permitted to broadcast its full complement of regular prime-time programming on evenings following certain live sports events which it expects to run into prime evening hours in the eastern and central time zones. These include five NCAA football telecasts during the fall 1971 season and several special sports presentations in the first half of the first quarter of 1972.

In the case of its coverage of the Summer Olympics from Munich, West Germany, on Aug. 25-Sept. 10, 1972, ABC said it now contemplates 47 hours of prime-time coverage in addition to 19½ hours of nonprime-time fare. Because of "the nature of the events" and the "unpredictability of which events will generate the greatest public interest," ABC said, it cannot at this time define which prime-time hours it will use for Olympic coverage and which hours will be devoted to regular programming, and therefore requested that its affiliates be permitted to carry up to four hours of prime-time network programming each evening of the Olympics' duration.

NBC-TV was granted a similar waiver several weeks ago in order to permit showing of the Orange Bowl football game on Jan. 1, 1972, and the Bing Crosby golf tournament on Jan. 14, 1972 (BROADCASTING, June 28).

Oscars through 1975 on NBC

NBC-TV and the Academy of Motion Picture Arts and Sciences have extended their contract for telecasts of academy awards shows for an additional two years. Last year, NBC-TV and the academy entered into a three-year agreement for the network to present the awards program from 1971 through 1973. The new agreement extends this period through 1975. The Oscars show this year, presented on April 15 on NBC, netted 70% of the TV audience, and reached an estimated 31-million homes throughout the U.S., according to NBC.

The All-Stars shine for NBC

NBC-TV executives say they expect the 42d annual All-Star Baseball Game tomorrow (July 13) to best last year's record 56.37-million viewers and reach an audience high of 57.9 million. And, according to NBC, last year's total set a prime-time record for a television sports event. The All-Star game will be broadcast 8 p.m. NYT.

Signs of life in music cases

Due soon: cue sheets for trials involving BMI, ASCAP, networks

A federal judge in New York may soon disclose how he plans to go about untangling the complex of music-license suits involving CBS, NBC, Broadcast Music Inc. and the American Society of Composers, Authors and Publishers.

Judge Morris E. Lasker, presiding over the case in the Southern District Court, is expected to issue this week a schedule for discovery, or pretrial exchange of documents and testimony. That, observers felt, may give a clue to his thinking on other pending issues, including:

■ A BMI motion for a separate and prompt trial on the single question of whether it may be required to grant CBS the new type of per-use music license that CBS has demanded in anti-trust suits against both BMI and ASCAP. BMI contends this is the quickest way because if it were established that CBS has no right to such a license, the case would be over except

for ASCAP's defense and counterclaims against CBS, whereas if CBS's right to such a license were established, litigation on the remaining issues could then proceed.

■ CBS's contention that, while it is willing to go to early trial on the single issue of right to the per-use license, it should first have an opportunity to get additional testimony that it says will enable it to get ASCAP's counterclaims dismissed. Moving as fast as BMI wants, according to CBS, would preclude CBS from effectively prosecuting its suit.

■ ASCAP's argument that all of the issues, including its own counterclaims—which seek to put both CBS and NBC virtually out of the television business—are so interwoven that they cannot be separated and hence must all be tried at once.

Another new element entered the case late last month when four individual members of the ASCAP board of directors filed a motion to have the CBS per-use suit dismissed summarily. The four denied CBS's contention that a per-use license—one under which CBS would pay only for the music it actually uses, as opposed to the conventional blanket license or per-program licenses, in which payments are based on network revenues—is re-

quired, if requested, under the anti-trust laws. To the contrary, they maintained, the antitrust claims made by CBS have already been rejected by the courts in another case.

They also questioned CBS's sincerity in bringing the suit. In 1969, they maintained, CBS paid ASCAP "a flat fee which, it said, was 'considerably higher' than what it would have had to pay even under a blanket license. But CBS admitted that this extra payment was well worth 'the avoidance of the reporting problems, the record keeping, the avoidance of the accounting, the auditing and the disputes."

"This candid admission by CBS, we suggest, casts considerable doubt on CBS's sincerity in bringing this lawsuit. For whatever CBS may mean by a 'per use' license, it would surely require considerably greater record keeping and accounting than any previous form of license. It is perhaps not presumptuous to suggest that CBS's motivation in this lawsuit may be to obtain a cheaper fee under the old form of license rather than a new form of license."

The ASCAP board members filing this motion were Arthur Schwartz—whose name was used to identify the 18-year-old suit ("the Schwartz case") against BMI, the networks and others that was dismissed by another district judge a few weeks ago (BROADCASTING, July 5)—and Cy Coleman, Arthur Hamilton and Ned Washington.

CBS and the others in the case have been advised to file their replies to the dismissal motion by August 14, and Judge Lasker is scheduled to hear arguments on it Sept. 14.

In other elements of the complicated case, BMI is suing CBS, NBC and ASCAP on charges of conspiracy to destroy BMI and is also asking the court to order CBS to pay BMI 70% as much as CBS pays ASCAP while the case is being litigated, and ASCAP is contending that BMI and broadcasters are in cahoots generally to depress music prices and promote BMI music at ASCAP's expense.

In a hearing of arguments on BMI's separate-issue motion in mid-June it was estimated such a trial might be ready to start by Nov. 15 and would then take two to three weeks, and that trial of all the issues in the case would probably take about two months.

Judge Lasker said, however, that he had been assigned a stock-fraud trial, set to start in September, that will probably last "through Christmas anyway," so that he would not be in a position to start trying the music-license case before then even if he made it the next one on his docket.

In a separate but kindred case, District Judge Sylvester J. Ryan has held



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WWL-TV, New Orleans, Louisiana
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that the consent decree governing ASCAP's operations does not require ASCAP to grant NBC a limited-reperitory license that NBC had requested. NBC is appealing that ruling to the Second Circuit Court of Appeals, with argument on the appeal expected this fall.

Program notes:

NBA review ■ Approximately 120 television stations are expected to carry *NBA Action Highlights*, a series of 10 half-hour highlights from the National Basketball Association's 1971 season. According to a spokesman for Prime Network Syndication Inc., New York-based syndicator of the series produced by NBA Films, the majority of the stations will begin broadcasting the series Saturday, July 17 and with the remainder picking it up Saturday, Aug. 7. Commentators for the programs are former basketball players Chick Hern and Charles Jones.

Pioneering telethon ■ The first telethon in history for sickle cell anemia, a blood disease that plagues persons of African origin, will be conducted over WOR-TV New York on Sept. 12 from 9 p.m. until approximately 2:30 a.m. Howard Sanders Ltd., New York, a black-oriented advertising and public-relations agency, will produce the telethon, which will feature Harry Belafonte, Aretha Franklin, Bill Cosby, Ossie Davis, Ruby Dee and Jackie Robinson, among others.

Small talk ■ A children's quiz show in which cartoon characters ask the questions is being developed for Peter Marshall Productions, Los Angeles, by Instant Animation Inc. there. The show is designed with a flexible format that will permit the planned half-hour length to be expanded to an hour if conditions warrant. As yet untitled, the program will be offered in syndication after its presentation to agencies for possible sponsor affiliation in July.

BB on TV ■ An entertainment TV special featuring actress Brigitte Bardot is in production in St. Tropez, France, by Indicia Inc., New York, newly formed company specializing in sales, development and production of TV programs both in the U.S. and abroad. For international distribution, Indicia is associated with Compagnie Francaise de Co-production Internationale, Paris. Indicia says it is currently developing other specials, as well as various series, two movie scripts and a package of first-run feature films.

Bell's plan for fall ■ The *Bell System Family Theater* will present a series of seven specials on NBC-TV this fall, its second season on that network. Included in the series is a 90-minute tribute to the music of George and Ira Gersh-

win; a TV adaptation of the play "Dames at Sea," featuring Ann-Margret, Dick Shawn and Ann Miller; Bing Crosby's 36th annual Christmas show and an encore telecast of *Jane Eyre*, which will open the Bell System *Family Theater* is sponsored by AT&T, through N. W. Ayer & Son, New York.

That's funny, he said ■ *Laugh-in* announcer Gary Owens, has begun syndication of his *Gary Owens Special Report* to radio stations. The shows run less than five minutes and have been purchased by more than 50 stations, according to Mr. Owens. A joint venture of Finork Productions and Noel Blanc Organization, both Hollywood, the shows have also been purchased by the American Forces Radio and Television Service for its radio outlets overseas.

New producers ■ Thursday's Child Productions, Hollywood, has been formed in association with Columbia Pictures Inc. there to produce motion pictures and television shows. The firm said it has four properties ready for production for TV for 1971-72. Address of the firm is 1438 North Gower Avenue, Hollywood 90028. Telephone (213) 462-3111.

New in Hollywood ■ Formation of Flicker Makers Productions, 1136 North Highland Avenue, Hollywood 90038, has been announced by Sid Grossfield and Frank Sentry, both formerly with ABC-TV as producer-directors. Company will engage in production of film and video-tape commercials, documentaries, educational and feature productions.

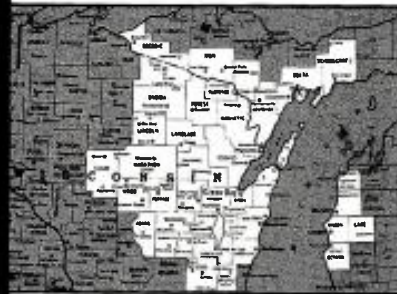
Drug abuse special ■ *If You Turn On*, one-hour special exploring the problems of drug abuse, will be shown on CBS-TV, Tuesday, July 13 (7:30-8:30 p.m. EDT). Special, which features celebrities Carol Burnett, Greg Morris and Arte Johnson, along with medical authorities and young people who have taken drugs, was originally produced and presented by KNXT(TV) Los Angeles.

CBS tennis serve ■ CBS-TV will broadcast the first annual Tennis Tournament of Champions Saturday and Sunday, Aug. 28 and 29, at 3:30-5:30 p.m. EDT. Bud Collins and Donald Dell will be the commentators for the matches, in which four of the world's top tennis players will compete for \$30,000 in prize money at the Harbour Town Tennis Club, Hilton Head Island, S.C.

Prime-time post time ■ A daily schedule of horse races held at Hollywood Park, Calif., is being shown in prime time on Kaiser Broadcasting's KBSC-TV Corona, Calif. The video-tape replay of the afternoon's nine track events are run in color each evening at 10 p.m. (PST). Calling the races is Harry Henson,

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with former jockey Ken Church providing the commentary.

Going home ■ Viacom Enterprises, a division of Viacom International Inc., reports the sale of the *All in the Family* TV comedy series to the BBC. The half-hour program, carried in the U.S. on CBS-TV, is keyed to a humorous assault on bigotry and is based on a series originally carried on the BBC titled *'Til Death Do Us Part*.

New photo and film firm ■ The formation in New York of the Hal Davis Talking Picture Co., a TV commercial and film production firm, and the Hal Davis Photography Studio, has been announced by Mr. Davis, former partner and co-creative director of Cadwell/Davis Co., New York, an advertising agency there. Both firms are located at 414 East 75th Street. Phone: (212) 628-1367.

Minority groups in America ■ ABC News will present three half-hour specials this summer on ABC-TV dealing with minority groups in the U.S.—Puerto Ricans, blacks and chicanos. The programs, which explore how these groups believe they can best arrive at first-class citizen status, will be aired 10:30-11 p.m. EDT, July 22, Aug. 12 and Sept. 2, respectively. The specials are as yet untitled.

Bandwagon Dept. ■ *Celebrity Table Tennis*, the latest in an unrelated group of celebrity games, goes into production with Peter Lawford, Bob Crane, Jo Ann Worley and Greg Morris as guests on the initial episode. Trustin Howard produces and writes the show for Trustin-Pati productions. Charles Pati, formerly with Technicolor Inc., Hollywood, is executive producer.

Kings land in KFI goal

The Los Angeles Kings hockey team skates over to KFI(AM) there for the 1971-72 season. The station had carried weekday contests of the National Hockey League team with KABC(AM) airing the weekend clashes. A total of 84 games—78 regular and six preseason—will be carried with Arco through Needham, Harper & Steers, New York, sponsoring. Pregame and postgame shows are half sold to Schlitz Brewing Co. through Leo Burnett Co., Chicago. Jiggs McDonald and Dan Avey handle play-by-play and color respectively. The contract is a two-partner, the second half of which will find the Los Angeles Lakers basketball games on KFI beginning with the 1972-73 season. All Lakers games currently are on KABC. Both teams are owned by Jack Kent Cooke, recently resigned from the board of Teleprompter Corp., New York (BROADCASTING, June 21).

The 'now' sound from the past

Herman Spero Productions, Cleveland, in conjunction with the Marriott Corp., Washington-based hotel and restaurant chain, is producing *Big Bands Now* for national distribution in prime time this fall. Decision has not been made as to whether it will be released for syndication or offered to networks.

Theme of the series is big-band music as part of the contemporary scene. The first program, featuring Woody Herman's band, was scheduled for taping last weekend at the Marriott motor hotel in Philadelphia. Subsequent programs will feature the music of Duke Ellington, Count Basie, Harry James, Guy Lombardo, Les Brown, Stan Kenton and Doc Severinsen. Peter Nero is host of the series.

Ball players to NLRB on radio-TV complaint

The Major Leagues Baseball Players Association last week filed an unfair labor practice charge against the 24 major-league clubs, claiming the owners have refused to divulge details of the new television-radio contract negotiated with NBC (BROADCASTING, May 10).

The charge was filed with the New York regional office of the National Labor Relations Board. The association said it needed the figures to prepare for negotiations on a new pension and insurance plan to replace the present agreement that expires on March 31, 1972.

Marvin Miller, executive director of the association, said that the players were told by Baseball Commissioner Bowie Kuhn that the true full value of the four-year package negotiated with NBC amounted to \$71,750,000, covering the Game-of-the-Week, All-Star and World Series contests, and, importantly, the new divisional playoffs. But Mr. Miller stressed that the owners would not give specific information, including year-by-year breakdowns and amounts for rights for the Game-of-the-Week, World Series, All-Star games and divisional playoffs.

Until two years ago, the players' funds were financed from a percentage of the radio and TV revenues from the World Series and All-Star games. In 1970 the players agreed to accept an equivalent flat fee of \$5.46 million annually with the provision that this would not prejudice their case for returning to a percentage basis in the future.

Mr. Miller indicated last week it has not been determined whether the association would retain the flat-fee formula or not.

John J. Gaherin, labor counsel for

the club owners, said he has told the labor board that the charge was without merit and that it should be dismissed.

Several months ago Mr. Miller notified the networks (through the baseball commissioner's office) that the players did not consider themselves bound to any agreement the networks might make with the owners since the clubs had refused the players' request to participate in the negotiating sessions (BROADCASTING, May 24). Mr. Miller said last week that its unfair labor practice charge has "nothing to do with the players' property rights."

Too late the police

The suspect in a murder indictment had escaped by the time police arrived but not before he finished his interview with Mike Foley, news director of KBAK-TV Bakersfield, Calif. Buddy G. Prochnau, sought by police on a murder charge, was interviewed Tuesday evening (July 6) at the station. Although law enforcement officers were called to the scene as the interview was ending, Mr. Prochnau, who was indicted in Tulare (Calif.) county June 3, escaped.

Wildlife show survives a second challenge

The FCC has rejected a second complaint filed in connection with NBC's *Say Goodbye*—that the documentary on the nation's disappearing wildlife was in violation of the fairness doctrine.

The National Sportsman's Club of Dallas had complained that the documentary presented "the destructive power of firearms by picturing the killing of various animals . . ." and had presented the argument that "all hunting was bad."

It asked for "equal time" to "present to the public the values of hunting as a part of sound, modern wildlife management."

William Ray, chief of the commission's complaints and compliance bureau, in his response last week said that NBC had denied that the program advanced the views set forth in the complaint. Mr. Ray noted that broadcast licensees have an initial responsibility for determining whether only one side of a controversial issue has been presented to the public.

But he also said commission staff members had reviewed the program and added: "There appears to be no basis for concluding that the network's judgment was unreasonable or made in bad faith."

Mr. Ray said the commission does

not substitute its judgment for that of broadcaster in selecting material for broadcast and makes no inquiry into allegations of biased, distorted or incomplete reporting unless furnished with "substantial, extensive evidence of deliberate distortion or slanting." He said the sportsman's club provided no such evidence regarding *Say Goodbye*.

The first complaint about the program, which was dismissed by the commission, was filed by the president of the Citizens Firearms Council, and involved a sequence in which a mother polar bear that was shot by a tranquilizing charge was pictured as having been hit by a bullet.

The commission said that NBC had been unaware of the facts in the case

and intended to develop guidelines to prevent possible misleading impressions in future productions (BROADCASTING, May 3). The film was produced by Wolper Productions.

Dr. Brothers, short version

Psychologist Dr. Joyce Brothers will discuss the aspects of coping with daily problems in a series of 65, three-and-a-half-minute television vignettes. Designed for telecasting five times a week for 13 weeks, the series is sponsored by Kohner Bros., East Paterson, N.J., toy manufacturer, through Crestwood Advertising Inc., New York. The new series will be offered to stations on a barter basis. Kohner is a subsidiary of

General Foods Corp., White Plains, N.Y.

Going big time

As part of an expansion effort, Jefferson Productions, Charlotte, N.C., announced last week it has opened another studio in Atlanta and has appointed Spots Alive Inc. as its production service bureau in the New York area. The new Atlanta facility consists of 22,000 square feet and will be operated as a full-service video-tape production organization. Spots Alive Inc., headed by Lincoln Diamant, will serve on call as a consultant to Jefferson Productions, a division of Jefferson Standard Broadcasting Co.

They've been keeping those cards and letters pouring in

Children's programing is apparently an issue that gets the public where it lives. Letters and cards, along with formal comments, have been pouring into the FCC offices in what appear to be record numbers since Action for Children's Television first urged the commission to adopt rules regulating children's programing, back in February 1970. No one has attempted to count all of the pieces of mail, but estimates place the total at over 80,000.

Joyce Butler, chief of the FCC's dockets divisions, offers some idea of what 80,000 pieces of mail look like in bulk, as she stands behind the 10 binders and the large box that they now fill. She also reports there are "one or two more stacks" of letters still waiting to be put in binders.

The response was stimulated in part by an active campaign conducted by ACT and its allies across the country. Some letters report hearing about the response from ACT, others through religious as well as daily newspapers, and some from the radio.

A quick check indicates that most are directed to the ACT proposal—that broadcasters be required to set aside 14 hours of programing for children weekly and be barred from carrying advertising to sponsor it—rather than to the detailed notice of inquiry the commission issued in an effort to inform itself on the question of children's programing. Deadline for comments in the inquiry was July 2.

A check of this outpouring indicates that parents are not pleased with the programing that is aimed at their children, particularly the advertising. Typical is the letter from a Larchmont, N.Y., correspondent complaining about the "poor quality of children's television programs and the excessive commercialism during the few programs for children that are available. . . ." "Over the

past two decades," she added, "the commercial television industry has ignored requests of the public and the criticisms of parents and teachers, so I urge you to take immediate steps . . . to issue a rule setting national guidelines for children's television."

ACT itself was among some 80 petitioners who filed formal comments in the inquiry. Essentially, ACT's supplemental pleading reiterated its earlier observations and demands. But the group did try a new tack: saying that thousands of letters have been received by the commission on its proposal, ACT recommended that the commission assign "one or more" staff members "to make a systematic compilation and summary" of these documents. "We believe that the criteria and judgements which can be found in this material are of the highest importance because they come from disinterested public sources and reflect a mutual consensus which cuts across every significant economic, sectional, occupational and other division in American society," ACT said.

ACT also submitted a composite survey of children's program on television stations in 20 selected markets during a specific week. The study showed that out of the 85 stations in these markets (which included the top-10 ARB markets), 57 stations programed less than 14 hours of children's shows, and only 40 had locally originated children's programing.

Broadcasters were far from silent on the issue. The vast majority of last-minute filings came from licensees, the networks and affiliated organizations such as the National Association of Broadcasters (BROADCASTING, June 5). While their arguments against the ACT proposal were diverse, there appeared to be a common rallying point around three issues. Most broadcasters agreed that the commission is precluded from taking



action on the proposal by both the Communications Act and the First Amendment, as well as by its own apparent reluctance to delve into stations' programing matters in past cases. They were also fervent in their condemnation of ACT's demand that commercials be eliminated from children's programing, saying that the economic hardship imposed on licensees by such a prohibition would ultimately lead to the degeneration of program quality as economic resources become depleted. And, perhaps more emphatically than any other issue, they contended that in most cases commercial television stations are broadcasting quality children's shows.

No access crunch on New York CATV's

Public-channels action on two cable systems gets off to slow start

The public-access channels on the Manhattan cable systems of Teleprompter Corp. and Sterling Manhattan Cable Television lapsed into relative quiet after much-heralded openings on July 1 (BROADCASTING, July 5).

Although there have been many inquiries, according to spokesmen for both Teleprompter and Sterling Manhattan, no extensive programming has been scheduled. Next Wednesday (July 14), however, Teleprompter's public channel plans to give the Inwood Committee for Irish-American Action a half-hour of time. But a Teleprompter spokesman said last Wednesday (July 7) that the committee had not delivered a video tape of the show, so that he could not say what the group planned to discuss in its half hour.

Henry D. Pearson Jr., recently named coordinator of Teleprompter's public-access channels, said 15 to 18 groups had asked for either time or information on how to get time. John MacPherson, general manager of Sterling's Manhattan system, said his organization had received 12 applications for information and one official request for time.

The slowness with which the access channels appeared to be getting into use was attributed to the long holiday weekend immediately following their open-

ing, the fact it is summer and a delay by the city's Bureau of Franchises in relaying an interim set of regulations covering the use of the channels. These guidelines were not received until the access channels' July 1 opening date, spokesmen said.

On opening day, Sterling had nine-and-a-half hours of programming; Teleprompter, which opened its channel with a block party, started to televise the activities at 10 a.m. The party ended at 5 p.m. and featured a mid-street argument between Irving B. Kahn, Teleprompter's chairman, and Theodora Sklovar, executive director of Open Channel, a nonprofit organization aiding community groups in planning for the use of public channels.

The belatedly received guidelines are to be in effect until Dec. 31, but can be amended by Morris Tarshis, director of the Franchise bureau, at any time without notice. Mr. MacPherson said Sterling was in the process of sending copies to persons and groups who had requested time or who might seek time in the future.

Both Mr. MacPherson and Mr. Pearson agreed that the four public-access channels would be utilized soon and certainly before Labor Day.

The city regulations stipulate that the cable-TV firms will provide free time to all nonprofit and noncommercial groups on the public channels. Teleprompter does not charge for use of its studios and equipment but has set limitations on the amount of equipment to be used. Sterling charges for any equipment used, starting at \$25 for one black-and-white camera.



Among those attending the day-long ceremonies opening Teleprompter's two public-access channels in its Upper Manhattan CATV system were (l to r) Hazel Bryant, director of the Afro American Theatre, Bill Haddad, host of Interesting People, a Teleprompter program, and Charles C. Woodard, vice president and assistant general manager of Teleprompter's CATV division. Visible at the microphone in the background is Hubert C. Schlafly, Teleprompter president.

Pay cablecasting slated for N.Y.

But cautious Time-Life wants clear-cut FCC ruling to avoid legal snags

Time-Life Broadcast, 48% owner of Sterling Manhattan Cable Television Inc., one of three companies franchised to operate in New York, last week told the FCC the cable firm plans to initiate transmissions on a subscription basis. It asked the commission to issue a ruling that would erase any legal barriers to that service.

In a letter to the commission, T-L asked the agency to issue "affirmative authorization" for subscription cable programming in New York. It noted that the commission has already indicated it will permit pay-CATV under certain conditions (the commission took up the issue when it disposed of various petitions for reconsideration of its order requiring local origination for CATV systems with more than 3,500 subscribers) but said a clause in its franchise agreement with the city of New York brings question to whether systems operating there may practice subscription cablecasting without such authorization.

Specifically, T-L said, the franchise agreement stated that "the failure of the FCC to prohibit pay television . . . shall not constitute an affirmative authorization." It said there has been some speculation that this clause connotes that there can be no pay-CATV operation in New York until the commission specifically gives approval for it. While indicating it feels these speculations are "unwarranted," T-L said such a ruling by the commission "should eliminate all doubts."

The company also indicated that operation on a subscription basis will be necessary if Sterling Manhattan is to continue local origination on its system. Sterling, Time said, "has consistently lost money on its program origination." The system has experienced recent losses of \$250,000 annually, it said, and now has "accountable losses" approaching \$1 million.

"A continuation of these program origination efforts and vigorous exploration of new efforts at diversity, Time continued, are largely dependent upon 'the economic base afforded by pay cablecasting.'"

Sterling, on July 1, initiated programming on its system's new public access channel, designed to provide exposure for local citizens' viewpoints (see this page).

The syndicated are surveyed by Nielsen

Nielsen Station Index announced last week it has issued its first "Report on Syndicated Programs," covering listings on almost 200 programs and including market-by-market performance evaluations of regular syndicated series during the February-March 1971 NSI market measurement.

The report will be offered initially on an annual basis with the hope that its frequency will be expanded. For each syndicated program, the report gives

metro household rating and share. Designated Market Area, audiences by household ratings and shares and major demographics for the program and lead-in half-hours.

B&B gets into cablecasting

Benton & Bowles has entered the cable-TV program-production field, having signed an agreement to co-produce a series for CATV with HGY Enterprises, New York. Pilot for the half-hour series, *The Sharon Ritchie Show*, featuring the former Miss America in interviews with entertainment personali-

ties, already has been completed. Series will be produced in B&B's TV studios in its New York offices.

Strength in length?

Television movies are getting longer than ever. At least those are the plans of Screen Gems, Hollywood, for their production of the Leon Uris novel "QB VII" for ABC. Tentative arrangements call for the movie to be shot in five one-hour segments for airing on consecutive nights. It would be the longest movie for TV, surpassing the two two-hour segments of *Vanished* on NBC last season.

FocusOnFinance

Upbeat first half for RCA finances

Report issued with hopes of stalling stock-price slide; NBC holding its own

RCA last week issued an encouraging second-quarter report. For the first six months of the year its per-share earnings were up and color-TV sales and sales on NBC-TV were on the rebound.

Robert W. Sarnoff, RCA board chairman, said the second-quarter performance reflected "mixed results" for the corporation's widely diverse operations and acknowledged that losses in the computer division were substantially higher than a year ago. But he emphasized that these losses were more than offset by higher profits in consumer products and services.

The report—issued as New York stock market activities closed for the day on July 7—was looked to by RCA officially as hopefully providing some counterbalancing to RCA stock-price slippage that had continued for several trading days. The price of RCA common on the New York Stock Exchange declined steadily over a period of days, with trading volume at a high level. At one point, trading in RCA stock was halted (on July 1) to permit RCA to explain the situation concerning its computer operations. (Reports had persisted that RCA had considered a reorganization, or even sale at a loss, of its computer operations). RCA stock closed at \$38 per share on June 29, remained there on June 30, declined further to \$36.25 on July 1, to \$35 on July 6 and to \$34.50 on July 7. The high for 1971 is \$40.75. A turnover of

127,200 shares on July 6 (third most active stock on the big board that day) rose to 178,400 in trading on July 7. RCA denied any intentions to sell its computer operations.

Second-quarter 1971 earnings were up 64% over the comparable period of a year ago, according to Mr. Sarnoff, who reported net profit at \$19.5 million for the second three months of the year. In that same period last year, RCA had a net profit of \$11.9 million. Sales in second-quarter 1971 achieved a new high for the quarter—moving up to \$903 million, compared to \$859 million last year and to the previous second-quarter high of \$873 million realized in 1969. Per-share earnings were up from 14 cents to 25 cents.

Earnings and sales increased for the first six months and among RCA's favorable results, Mr. Sarnoff said, was subsidiary NBC's performance—about level with last year despite cigarette losses. He said, moreover, commitments for fall programming began picking up in the second quarter with "greater firmness" developing in prices and, he added, the principal impact of this pickup should be felt in NBC's fourth-quarter results.

Mr. Sarnoff said that the increased losses incurred in RCA's computer operations were mainly the result of start-up costs associated with the introduction of a new computer series, along with higher "development and marketing" expenses. He said: "Our commitment to the computer business remains as firm as ever. We continue to believe in the industry's essential vitality and its long-range growth prospects."

In another area, Mr. Sarnoff said sales of color-TV sets by distributors increased sharply in the second quarter, with total sales to consumers possibly reaching a record 6.5 million sets for the

full year or 1.1 million more than in 1970.

For the sixth months ended June 30:

	1971	1970
Earned per share	\$ 0.55	\$ 0.47
Sales	1,811,400,000	1,695,200,000
Net profit	43,300,000	37,400,000
Average shares outstanding	74,283,000	73,866,000

Muzak to Teleprompter

Teleprompter Corp., New York, and Wrather Corp., Beverly Hills, Calif., have announced an agreement for the previously announced acquisition of Muzak Inc. by Teleprompter (BROADCASTING, Oct. 26, 1970). Agreement must be approved by the shareholders of Wrather, which owns Muzak, and of Teleprompter.

Agreement calls for Teleprompter to issue 250,000 of its common shares in exchange for stock of Muzak Inc., with a contingent issuance of up to 150,000 additional shares, depending on the selling price of Teleprompter stock after three years. No additional shares would be issued if the average price for 60 days preceding the third anniversary of the acquisition equals or exceeds \$100 per share.

Teleprompter closed June 30 at \$84 a share, giving 250,000 shares a value of \$21 million.

Muzak supplies music to hotels, restaurants, offices, factories and other commercial establishments.

Visual one more step on road from bankruptcy

Visual Electronics Corp., New York, announced last week that its second amended plan of arrangement has been accepted by a requisite majority of all creditors and by the U.S. Southern District Court in New York. The company, which has an outstanding debt of

about \$20 million, has been under the jurisdiction of the court, operating under Chapter XI of the Bankruptcy Act since July 1970.

James B. Tharpe, Visual president, said the plan, as accepted, provides for a cash payment of 25% to all creditors other than debenture holders. The debenture holders will receive a new 6½% convertible subordinated debenture to replace the existing 5¼% issue, with both debentures in the principal amount of \$1,000 (BROADCASTING, July 5).

Visual said that confirmation of the plan is expected to take place in the near future.

Kaufman & Broad merges with insurance concern

An agreement in principle has been reached for the merger of Sun Life Insurance Co. of America, Baltimore, Md., into Kaufman & Broad, Los Angeles-based home builders with cable-television interests. Value of the pro-

posed merger has been placed at \$67.6 million, based on the anticipated exchange of stock.

Each 10 shares of Sun Life stock, voting and nonvoting, would be exchanged for at least 3.2 shares and not more than 4.8 shares of Kaufman & Broad stock plus one share of convertible. Kaufman & Broad stock is traded on the New York Stock Exchange.

Kaufman & Broad also announced the formation of Kaufman & Broad Asset Management, a wholly owned subsidiary to acquire, sell and manage

The Broadcasting stock index

A weekly summary of market activity in the shares of 110 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing July 7	Closing June 30	Net change in week	High	1971 Low	Approx. shares out (000)	Total market capitalization (000)
Broadcasting									
ABC	ABC	N	45½	44½	+ ½	48	25	7,089	\$305,678
ASI Communications	ASIC	O	3½	3½	— ½	4½	2½	1,789	6,476
Capital Cities	CCB	N	47½	46	+ 1½	48½	29	6,236	288,415
CBS	CBS	N	44½	45½	— ½	47½	30½	27,086	1,185,013
Cox	COX	N	29½	28½	+ 1½	31	17½	5,802	154,449
Gross Telecasting	GGG	A	12½	13	— ½	16	10½	800	11,296
Metromedia	MET	N	30	28½	+ 1½	30½	17½	5,756	135,266
Mooney	MOON	O	4½	4½	—	5½	4	250	1,438
Pacific & Southern	PSOU	O	13½	14½	— ½	17½	12½	1,636	27,812
Rahall Communications	RAHL	O	12	11½	+ ½	29	8½	847	8,258
Reeves Telecom	RBT	A	2½	2½	— ½	3½	2½	2,292	6,303
Scripps-Howard	SCRIP	O	20½	19½	+ ½	25	18	2,589	56,311
Sonderling	SDB	A	28½	28½	— ½	34	24½	997	29,531
Starr	SBG	M	14	13½	+ ½	15½	8½	461	6,915
Taft	TFB	N	41	40	+ 1	44½	23½	3,712	149,408
Total								87,342	\$2,372,569

Broadcasting with other major interests

Avco	AV	N	13½	13½	—	18	12½	11,470	\$177,785
Bartell Media	BMC	A	5½	5½	—	8	4½	2,254	12,961
Boston Herald-Traveler	BHLD	O	19	18	+ 1	28	19	577	15,002
Chris-Craft	CCN	N	7½	7½	+ ½	9½	6½	3,901	31,676
Combined Communications	CCOM	O	20½	19½	+ 1½	20½	10½	2,048	30,208
Cowles Communications	CWL	N	10½	10½	+ ½	12½	8	3,969	47,628
Fuqua	FQA	N	24½	25	— ½	26½	13½	6,569	313,473
Gannett	GCI	N	48	46½	+ 1½	52	32½	7,115	155,160
General Tire	GY	N	26½	25½	+ ½	26½	21½	18,713	446,866
Gray Communications		O	8½	6½	—	8	6	475	3,206
ISC Industries	ISC	A	5½	6½	— ½	8	5½	1,959	11,989
Lamb Communications		O	2½	2½	—	2½	2½	475	1,245
Lee Enterprises	LNT	A	28	26½	+ 1½	27½	18½	1,957	48,436
Liberty Corp.	LC	N	22½	19½	+ 2½	23½	17½	6,774	138,252
LIN	LINB	O	13	12½	+ ½	14½	6½	2,294	30,671
Meredith Corp.	MDP	N	26½	24½	+ 1½	29½	19½	2,754	73,670
Multimedia Inc.		O	32½	31½	+ 1½	31½	25	2,406	70,875
Outlet Co	OTU	N	20	18½	+ 1½	22	14½	1,333	24,156
Post Corp.	POST	O	13½	13½	—	14½	9½	734	16,559
Ridder Publications	RIDD	O	24½	21½	+ 3½	27½	18	8,287	169,884
Rollins	ROL	N	39½	39	+ ½	43½	25½	8,057	323,086
Rust Craft	RUS	A	43	40½	+ 2½	48½	28½	1,159	48,968
Schering-Plough	PLO	N	81½	81	+ ½	84½	60½	25,174	1,966,593
Storer	SBK	N	30½	30½	—	33½	19	4,223	129,857
Time Inc.	TL	N	52½	50	+ 2½	62½	40½	7,257	384,621
Trans-National Comm.		O	½	¾	— ½	1½	¾	1,000	750
Turner Communications		O	2½	2½	+ ½	4	2	1,328	4,648
Wometco	WOM	N	19	19½	— ½	23½	17½	5,809	122,685
Total								140,051	\$4,800,910

CATV

American Electronic Labs.	AELBA	O	7½	7½	—	10	3	1,636	13,497
American TV & Comm.	AMTV	O	22½	23½	— ¾	26½	17½	2,042	45,435
Burnup & Sims	BSIM	O	24½	22½	+ 2½	37½	20½	1,481	55,538
Cablecom-General	CCG	A	13½	13½	+ ½	17½	12½	2,485	36,654
Cable Information Systems		O	2½	2½	—	4½	2½	955	3,343
Citizens Financial Corp.	CPN	A	15	13	+ 2	14½	12½	1,406	28,120
Columbia Cable	CCAB	O	13½	13½	— ¾	15½	9½	900	14,175
Communications Properties	COMU	O	9½	9	+ ½	10½	7½	1,800	14,850
Cox Cable Communications	COXC	A	18½	18½	+ ½	25½	17½	3,551	72,796
Cypress Communications	CYPR	O	9½	9½	—	10½	7	2,384	20,550
Entron	ENT	A	3½	3½	—	7½	3½	1,320	6,442
General Instrument Corp.	GRI	N	22½	25½	— 3½	29½	16½	6,375	160,969
Sterling Communications	STER	O	4½	4½	+ ½	6½	3½	1,100	5,907
Tele-Communications	TCOM	O	19½	19½	— ½	20½	12	2,704	44,618
Teleprompter	TP	A	82½	84	— 1½	88½	56½	3,136	253,232
Television Communications	TVCM	O	9½	9½	— ½	10½	7	2,901	27,869
Viacom	VIA	N	13½	14	— ½	21	13½	3,780	68,251
Vikoa	VIK	A	7½	8½	— ½	14½	7	2,316	18,806
Total								42,252	\$889,050

tax-sheltered housing for various investment interests.

Anticipating command, group sells magazines

In anticipation of possible FCC rulings on divestiture of broadcast properties by firms with holdings in the print medium, Combined Communications Corp., Phoenix, has sold Phoenix Publishing Inc. to Kenneth A. and Anita J. Welch. Mr. Welch is the president of

the former Combined wholly owned subsidiary. Sale price was not disclosed but was reported to be less than \$2 million.

Karl Eller, president of the Arizona-based group, said the firm's expansion into the national broadcasting scene with the purchase of the assets of Mullins Broadcasting, prompted the move. "It is in our best interests to divest the corporation of all publishing activities at this time," Mr. Eller said.

Combined has agreed to purchase KBTV(TV) Denver and KARK-TV Little

Rock, Ark., subject to FCC approval. KBTR(AM) Denver and KARK-AM-FM Little Rock, also owned by Mullins, are being sold directly to other buyers, with the approval of Combined. Reported buyer for the Denver radio station is Jack Roth, president, Mission Broadcasting Co., San Antonio, Tex. Mr. Roth owns KONO(AM) and KITY(FM) there along with stations in North Carolina and Florida. KARK-AM-FM and the 52 station Arkansas Radio Network are reported to be sold to Ted Snider, vice president and general man-

	Stock symbol	Ex- change	Closing July 7	Closing June 30	Net change in week	High	1971 Low	Approx. shares out (000)	Total market capitali- zation (000)
Programming									
Columbia Pictures	CPS	N	11%	12	- 3/4	17 1/2	10 1/4	8,335	\$80,778
Disney	DIS	N	116	114	+ 2	128 1/2	77	12,785	1,575,751
Filmways	FWY	A	7	7 1/2	- 1/4	11 1/2	6 1/4	1,754	14,242
Four Star International		O	1	1	-	1 1/2	1	666	833
Gulf & Western	GW	N	28 1/2	28 1/2	- 1/4	31	19	14,964	418,992
Kinney National	KNS	N	34 1/2	34 1/2	+ 3/4	39 1/2	28 1/2	11,230	429,559
MCA	MCA	N	24	24 1/2	- 1/4	30	21 1/2	8,165	217,352
MGM	MGM	N	22	20 1/2	+ 1 1/4	26 1/2	15 1/2	5,886	130,964
Music Makers	MUSC	O	2 1/2	2 1/2	-	3 1/2	2 1/2	589	1,396
National General	NGC	N	24 1/2	24 1/2	+ 3/4	28 1/2	15 1/2	4,977	122,534
Tele-Tape Productions		O	1	1 1/2	- 1/2	2	1	2,183	2,729
Transamerica	TA	N	17 1/2	16 1/2	+ 3/4	19	15 1/2	63,785	1,084,345
20th Century Fox	TF	N	11 1/2	10 1/2	+ 3/4	15 1/2	8 1/2	8,562	108,052
Walter Reade Organization	WALT	O	2 1/2	2 1/2	- 1/4	3 1/2	2 1/2	2,414	6,325
Wrather Corp.	WCO	A	8 1/2	8 1/2	- 1/4	8 1/2	6 1/2	2,200	13,750
Total								146,495	\$4,207,802
Service									
John Blair	BJ	N	20	19 1/2	+ 1/4	24 1/2	16	2,564	\$45,866
ComSat	CQ	N	72	68 1/2	+ 3 1/2	84 1/2	49 1/2	10,000	732,500
Creative Management	CMA	A	10 1/2	10 1/2	- 1/4	17 1/2	8 1/2	1,102	13,775
Doyle Dane Bernbach	DOYL	O	21 1/2	22 1/2	- 1/2	26 1/2	21	1,918	42,676
Elkins Institute	ELKN	O	10 1/2	9	+ 1 1/2	16 1/2	8 1/2	1,664	27,240
Foote Cone & Belding	FCB	N	13 1/2	12 1/2	+ 1/2	13 1/2	7 1/2	2,196	23,058
Grey Advertising	GREY	O	14 1/2	14 1/2	- 1/4	14 1/2	9 1/2	1,207	15,691
Marvin Josephson Assoc.*	MRVN	O	8 1/2	-	-	12	7 1/2	902	7,324
LaRoche, McCaffrey & McCall		O	11	10 1/2	+ 1/4	16 1/2	10 1/2	585	8,483
Marketing Resources & Applications		O	8 1/2	8 1/2	+ 1/2	18 1/2	2 1/2	504	4,914
Movielab	MOV	A	2 1/2	2	+ 1/4	4	2	1,407	4,221
MPO Videotronics	MPO	A	6 1/2	6 1/2	+ 3/4	8 1/2	5	557	3,275
Nielsen	NIELA	O	48 1/2	46 1/2	- 1/4	49 1/2	39 1/2	5,299	257,528
Ogilvy & Mather	OGIL	O	35 1/2	33 1/2	+ 1 1/2	38	24	1,096	35,346
PKL Co.	PKL	A	3 1/2	4	- 1/4	6 1/2	3 1/2	742	2,783
J. Walter Thompson	JWT	N	50 1/2	55 1/2	- 5 1/2	60	34 1/2	2,721	149,982
Transmedia International		O	1 1/2	1	- 1/2	3 1/2	1 1/2	535	1,739
Wells, Rich, Greene	WRG	A	20	18 1/2	+ 1 1/2	25 1/2	15 1/2	1,575	28,648
Total								36,594	\$1,405,049
Manufacturing									
Admiral	ADL	N	19 1/2	19 1/2	+ 1/2	21	8	5,183	\$100,679
Ampex	APX	N	19 1/2	18 1/2	+ 3/4	25 1/2	16 1/2	10,874	198,451
CCA Electronics	CCAE	O	3 1/2	3 1/2	-	4 1/2	2 1/2	897	2,915
Collins Radio	CRI	N	13	13 1/2	- 1/4	20 1/2	12 1/2	2,968	49,328
Computer Equipment	CEC	A	4 1/2	5	- 1/4	7 1/2	3 1/2	2,406	15,038
Conrac	CAX	N	25	24 1/2	+ 3/4	29	15 1/2	1,259	34,937
General Electric	GE	N	61	60 1/2	+ 1/4	62 1/2	57 1/2	90,813	21,773,325
Harris-Intertype	HI	N	59 1/2	58 1/2	+ 1 1/2	69 1/2	54 1/2	6,333	394,989
Magnavox	MAG	N	51 1/2	51 1/2	- 1/2	53	37 1/2	17,278	848,695
3M	MMM	N	117 1/2	121 1/2	- 4	123 1/2	95 1/2	56,099	6,437,360
Motorola	MOT	N	82	83 1/2	- 1 1/2	89 1/2	51 1/2	13,345	1,094,290
RCA	RCA	N	34 1/2	38	- 3 1/2	40 1/2	26	74,437	2,837,538
Reeves Industries	RSC	A	4 1/2	4 1/2	- 1/4	6 1/2	2 1/2	3,458	10,374
Telemation	TIMT	O	10 1/2	8 1/2	+ 1 1/2	13 1/2	8 1/2	14,040	135,065
Westinghouse	WX	N	89 1/2	91 1/2	- 2 1/2	94 1/2	65 1/2	41,431	3,702,688
Zenith	ZE	N	52 1/2	52 1/2	- 3/4	54 1/2	36 1/2	19,021	898,742
Total								359,822	\$27,647,751
Grand total								792,556	\$41,322,931
Standard & Poor Industrial Average			110.27	109.95	+ .32				

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-Over-the-counter (bid price shown)

*New listing.
Shares outstanding and capitalization as of May 19.
Over-the-counter bid prices supplied by Merrill Lynch,
Pierce Fenner & Smith Inc., Washington.

ager of the Little Rock stations. Price for the three radio properties and the network is said to total \$2.5 million. Both sales are expected to be announced shortly.

Involved in the sale of Phoenix Publishing are *Phoenix* and *Outdoor Arizona* magazines and several smaller publications. Also sold by Combined were print rights to the Phoenix Suns basketball team and the Fiesta bowl, post-season college football game awarded to the city by the NCAA earlier this year.

Mr. Welch founded *Phoenix* magazine in 1966, merged with Combined in 1968 and now retains ownership of the publications.

\$50,000,000 debt for CBS

CBS Inc. has filed a registration statement with the Securities & Exchange Commission covering the proposed sale of \$50-million sinking-fund debentures due year 2001.

The debentures represent the first public-debt offering by CBS and will be sold through an underwriting group headed by First Boston Corp. Net proceeds from sales will be used to repay notes outstanding on bank line of credits, which were issued by CBS

principally to finance its increasing working capital requirements and for capital expenditures, investments and acquisition.

The debentures will have annual sinking-fund payments beginning in 1982 to retire 95% of the issue prior to maturity.

Rust Craft up a bit

Rust Craft Greetings Cards Inc., Dedham, Mass., greeting-card publisher and group station and cable-TV systems owner, reported a slight increase in net sales and net income for the fiscal first quarter ended May 31. In addition, Rust Craft declared a quarterly dividend of 10 cents a share payable June 29 to stockholders of record June 15.

For the three months ended May 31:

	1971	1970
Earned per share	\$ 0.27	\$ 0.22
Net sales	10,842,000	10,838,000
Net income	314,000	257,000

Gannett grows

The Gannett Co., Rochester, N.Y. newspaper publisher and parent company of the Gannett radio-TV station group, has acquired Federated Publications Inc., Battle Creek, Mich.-based newspaper publisher. In a merger consummated

June 30 more than 1.5-million shares of Gannett common stock, valued at more than \$70 million, were issued to shareholders of Federated Publications.

Financial notes:

■ LTV Electrosystems Inc., Dallas-based electronic equipment manufacturer with interests in the communications field, will offer to holders of its common stock the right to purchase a total of 22,832 shares of its \$2.60 series B cumulative preferred stock—\$20 par value—(the series B preferred stock) on the basis of .015 of a share of the series B preferred stock for each share of the company's common stock held as of July 12. The offer begins July 13 and ends July 28.

■ Wells, Rich, Greene Inc., New York, has declared a regular quarterly dividend of 15 cents per share for the quarter ending July 31, payable Aug. 10 to stockholders of record July 23.

■ PKL Companies Inc.'s stockholders at special meeting July 2 approved plan whereby New York-based PKL will acquire all outstanding shares of Cybernetic Plastics Corp., Van Nuys, Calif., plastic manufacturer, in exchange for issuance of PKL shares of stock (BROADCASTING, Sept. 22, 1969).

Equipment & Engineering

Wherein lies the grade B contour?

FCC wants to reduce it, UHF's are up in arms over the proposal and cable people like it

The FCC's proposal to adopt new field-strength measurements for FM and TV stations has generated much anxiety from broadcasters. UHF licensees particularly are crying out against it, citing potential economic disaster if the new standards are made into law. And engineers are concerned with the accuracy of the technical characteristics of the proposal. But CATV operators are applauding it and urging its passage.

Comments in the proceeding have, in recent weeks, come from all three directions, in anticipation of a June 28 filing deadline which was subsequently extended to Sept. 28. In effect, the proceeding dates back to 1965, when the commission first announced its intentions to revise field-strength measurements (BROADCASTING, Sept. 20, 1965), but after the filing of numerous comments and an investigation into the matter by the commission's engineering

staff, a new rulemaking proceeding was initiated last April.

The commission's present proposal calls for a reduction in the values used to determine field-strength curves—which is the mathematical tool employed in calculating the grade B contour of a specific station. Numerically, the field-strength measurements would decline from 47 to 46 dbu for VHF channels 2-6; 56 to 50 dbu for VHF channels 7-13, and 64 to 60 dbu for UHF stations. The reasoning behind the proposed change is that present measurement criteria do not give an accurate estimation of a station's service area.

In comments filed within the past two weeks, UHF broadcasters have asserted that the change would pose a more serious dilemma in their case than under the present standards. The revision of field-strength measurements,

they argue, would substantially reduce the grade B contours—the size of which is a primary determinant in estimating a station's potential audience. Such a change, they complained, would result in decreased advertising revenues and less chance of a network affiliation.

The position of UHF licensees was reflected in comments by the All-Channel Television Society. In its June 28 filing, ACTS told the commission that in addition to the potential economic hardships faced by UHF stations, the proposal would create "havoc" with existing regulatory relationships between local UHF stations and CATV systems. It pointed out that a reduction in the grade B contour of UHF stations would result in cable systems that were previously required (under the commission's nonduplication and carriage rules) to carry certain UHF signals no longer being obligated to do so. If the commission adopts its change, ACTS warned, "there can be no question but that the commission will be flooded with CATV petitions seeking relief from [the non-duplication] rules."

ACTS urged the commission not to adopt the proposal, stating that the

"very real threat to the continued viable operation" of UHF stations "outweighs any purely technical or mechanical benefits which may be derived."

On the other hand, the proposal was wholeheartedly supported by the National Cable Television Association. In its comments, NCTA argued that a reduction in grade B contours would alleviate the burden now placed on CATV systems by the nonduplication and carriage rules. Under the present rules, NCTA said, many cable systems are forced to carry an inferior television signal because a community served by the system falls within that station's contour. At the same time, it said, a "higher quality" signal is "blackened out."

A third opinion on the issue was offered by several organizations involved in field engineering in the area of land-mobile radio communications—notably Motorola, General Electric and the land-mobile section of the Communications and Industrial Electronics Division of the Electronics Industries Association. They asked that the commission further study the technical criteria of its proposal before implementing any action.

Specifically, GE expressed concern that that signal-to-noise ratio (30 db) proposed by the commission in defining grade B contours is an unacceptable parameter. Under this ratio, it indicated, an accurate definition of the contour would be difficult due to noise and interference from other elements in the spectrum.

Motorola and EIA asked the com-

mission to consider allowing the use of a terrestrial roughness factor (which was recommended by the commission's Office of Chief Engineer several years ago to be included in the proposed field measurements, but was abandoned by the commission in its rulemaking proposal last April) for calculations in determining new TV frequency allocations in areas where that part of the spectrum might be shared with the land-mobile services.

And Motorola called on the commission to "separate engineering factors from economic factors" in considering matters affecting grade B contours. While recognizing that the contours have particular economic impact on broadcasters, Motorola said these economic factors are not related to engineering considerations "which seek to make effective use of the spectrum."

Technical topics:

Color donor ■ WFLA-AM-FM-TV Tampa, Fla., has donated three RCA TK-42 color television cameras to noncommercial WEDU-TV there. In addition WFLA will provide engineers to install the equipment and train WEDU's personnel. R. LeRoy Lastinger, executive VP and general manager of the educational station, indicated that it would allow local programming in color sooner than the station had anticipated. The estimated value of the donated equipment is \$100,000.

New plant started ■ Ground has been broken for a new facility for Schafer Electronics at the research park in Santa

Barbara, Calif. The plant will offer complete light manufacturing capabilities and include sales and administration offices, demonstration rooms, engineering and drafting space, and studios. Schafer expects to occupy the new building before the end of the year. New address will be 75 Castilian Road, Santa Barbara.

Cassette brochure ■ A two-color, six page, brochure describes the Ampex ACR-25, an automatic broadcast video cassette recorder-reproducer. Included in the preliminary specification sheet is a listing of the features and various uses. Request brochure V337 from Ampex Corp., 401 Broadway, Redwood City, Calif. 94063.

New data sheet ■ The Ampex ADR-150 high-speed video-tape duplicator is described in a new data sheet available from the company. The ADR-150 is a contact duplicator designed for high-speed processing of color or monochrome quadraplex recordings at 10 times the speed of standard machine-to-machine approaches. Sheet V339 may be requested from M. S. 7-13, Ampex Corp., 401 Broadway, Redwood City, Calif. 94063.

New film camera ■ Cohu Electronics Inc., San Diego, Calif., is offering a new color-film camera with automatic control of luminance and black levels. The 1500 series comes complete with image enhancer, color encoder, setup monitor and waveform monitor. Optional accessories include an optical multiplexer, film projectors and slide projectors, completing the full film island. Basic price is \$31,000.

Fates&Fortunes®

Broadcast advertising

Albert R. Whitman, president and chairman of executive committee, Campbell-Mithun, Minneapolis, retires after more than 21 years with agency. Mr. Whitman spent 17 years with Benton & Bowles, New York, part of that time as VP, before joining Campbell-Mithun as VP.

E. L. Deckinger, VP for media, Grey Advertising, New York, named senior VP and general manager, Grey Advertising Inc. & International Partners there.

Michael S. Lesser, VP and account supervisor, Ogilvy & Mather, New York, joins The Marschalk Co., agency there, as senior VP. **Ronald Sugerman**, management service director, The Marschalk Co., New York, named executive VP and board member.

Jacqueline H. Garrett, VP in charge of media, The Mediators, media buying service, New York, named senior VP.

Bruce Albert and **Joseph O'Donnell**, account supervisors, Doyle Dane Bernbach, New York, named VP's.

Noel Berke, creative supervisor, Ted Bates & Co., New York, joins Cunningham & Walsh there as VP and group creative director.

Joseph Sollish, VP, BBDO, Los Angeles office, appointed creative director.

Jim Black, **Bruce Kellett**, **Al Lerman**, **Al Samuelson**, **Mitch Seltzer** and **Jim Shymkus**, all associate creative directors, Leo Burnett, Chicago office, appointed creative directors. **Joe DeVivo** and **Robert Nolan**, copy supervisors, Chicago office, also appointed creative directors.

Mary Catherine O'Gara, media trainee, Needham, Harper & Steers, Chicago

office, appointed assistant media supervisor there.

Norm Olson, media planner, Ogilvy & Mather, New York, joins Carson/Roberts, Los Angeles, as media supervisor. Agencies merged earlier this year.

James Barr, copy supervisor, Leo Burnett, Chicago, appointed associate creative director.

William J. McIlvain, VP in charge of programing, Leo Burnett, New York, leaves to pursue personal interests. He had been with agency 33 years.

Gene Thompson, director of marketing services, Kircher, Helton & Collett, Dayton, Ohio-based agency, appointed to newly created position of media/research director.

Reavis D. Gibb, area manager, Finer Living, Redding and Red Bluff, Calif., CATV system subsidiary of Tele-Vue Systems, Fairfax, Calif.-based CATV

group owner, appointed director of marketing with headquarters in Fairfax.

Edward A. Marshak, account executive, Petry Radio, New York, appointed sales manager, New York office.

Sy D. Gair, account executive, RKO General Broadcasting, New York-based group owner, appointed Midwest radio sales manager, Bolton/Burnside Representatives there.

John J. Coleman, Eastern field marketing representative, *Institutional Distribution* magazine, New York, appointed account executive, Marketing & Advertising Associates, Philadelphia.

William Row, account executive and retail sales coordinator, KNXT(TV) Los Angeles, joins KRON-TV San Francisco as research analyst.

Richard DeAngelis, local sales manager, WNEM-TV Flint-Saginaw-Bay City, Mich., appointed general sales manager. He is succeeded by **Todd Holmes**, with WNEM-TV sales staff.

Marty Ross, general sales manager, KMET(FM) Los Angeles, appointed sales manager, WABC-AM-FM New York.

Richard R. Benzon, with sales staff, WXYZ-AM-FM Detroit, appointed national sales manager.

Lew Heilbronner, manager, WJQS(AM) Jackson, Miss., and WRDW(AM) Augusta, Ga., appointed sales manager, WZOO(AM) Asheville, N.C.

William J. Calvert, with sales staff, WRFM(FM) New York, appointed national sales manager.

Ladd Nelson, manager, Esquire Theater, Springfield, Ill., joins WVEM(FM) there as sales manager.

Media

Odin S. Ramsland, executive VP and general manager, KDAL-AM-TV Duluth, Minn., and **Don F. DeGroot**, VP and general manager, WWJ-AM-FM-TV Detroit, elected to board of directors of Broadcast Music Inc. They succeed **Mike Shapiro**, VP and general manager, WFAA-AM-FM-TV Dallas, who resigned because of other obligations, and **Grover C. Cobb**, who resigned after he left Gannett stations to become executive VP, station relations, of National Association of Broadcasters, Washington.

Kenneth Hatch, VP in charge of TV, Bonneville Broadcasting's KIRO Inc., licensee of KIRO-AM-FM-TV Seattle, named senior VP of KIRO.

Ronald M. Miller, director of PR, Easy Industries, Dayton, Ohio-based owner and operator, WEZE(AM) Boston, elected VP of licensee.

George F. Wiemann, VP, Cinerama Inc., Hollywood, named executive VP and treasurer, Teco Inc., licensee for

Zenith Corp.'s on-air subscription TV transmission systems, headquartered in Chicago. Mr. Wiemann will be based in newly established New York office.

Gilbert E. Ormson, with sales and marketing staff, General Electric Cablevision Corp., Schenectady, N.Y., named VP for business development. **Merl L. Galusha**, VP and general manager for CATV at GE, named VP and manager of operations for firm.

Elliott M. Sanger, member of executive committee, WQXR-AM-FM New York, re-elected chairman of All-Industry Radio Music License Committee. **George W. Armstrong**, executive VP, Storz Stations, Omaha, and **A. A. Church**, assistant secretary, Storer Broadcasting, New York, named vice chairmen; **Roger B. Read**, administrative VP, Taft Broadcasting, Cincinnati, treasurer, and **J. Allen Jensen**, president and general manager, KID-AM-FM Idaho Falls, Idaho, secretary. Committee is preparing for negotiations with American Society of Composers, Authors and Publishers on new radio-station contract to replace one expiring Feb. 29, 1972.



Mr. Pearson

Henry D. Pearson Jr., assistant general manager, Teleprompter Manhattan Cable TV, New York, appointed coordinator for system's public-access channels on firm's system there.

Joseph E. Hosford, general manager, WCTV(TV) Tallahassee, Fla., elected president, Florida Association of Broadcasters. **James W. Wesley Jr.**, VP and general manager, WIOD Miami, president-elect; **Robert M. Olson**, assistant manager, WTVT(TV) Tampa, secretary-treasurer; **Bill Brazzil**, executive VP and general manager, WTVJ(TV) Miami, VP and TV, and **Carl Hallbert**, VP, general and commercial manager, WDBO-AM-FM Orlando, VP for radio.

Ed Peiss, general manager, KXLF-TV Butte, Mont., elected president, Montana Association of Broadcasters, **Lee Wahl**, VP and general manager, KGVO-

(AM) Missoula, VP, and **Al Donahue**, co-owner and general manager, KMON-(AM) Great Falls, secretary-treasurer.

Joseph Burton, general manager, WTD-AM-FM Norfolk-Newport News, Va., elected president, Big T Corp., licensee. **Dr. Norman Berger** elected VP, **Hyman Tash**, secretary-treasurer.

Robin T. Robinson, legal staff, Capitol Industries Inc., Hollywood, appointed program attorney, ABC-TV there.

Edward J. DeMarco, director of CATV system development, Television Communications Corp. (TVC), CATV group owner and operator, New York, appointed director of TVC's newly formed national systems group.

Robert M. Carano, news director, WFMJ-AM-TV Youngstown, Ohio, appointed station manager, WYTV(TV) there.

Jack W. Hunter, director of programming, noncommercial WETA(TV) Washington, joins noncommercial WTVT(TV) Annandale, Va., as assistant general manager and director of programming and production.

Frank Maruca, VP and general manager, WKNR-AM-FM Dearborn, Mich., joins WKIX-AM-FM Raleigh, N.C., as general manager.

Harry Reith, manager, WJRZ(AM) Newark, N.J., appointed general manager, KBUZ-AM-FM Mesa, Ariz.

Robert M. McDaniel, manager, WSPA-FM Spartanburg, S.C., appointed manager of WSPA(AM) there.

Betty Weis, assistant general manager, WRGM(AM) Richmond, Va., appointed general manager.

Bettee Holden, in private broadcast representative business, Los Angeles, joins KREO(AM) Indio, Calif., as station manager.

Robert Steinberg, assistant business manager, WNEW-TV New York, joins WDAF-AM-FM-TV Kansas City, Mo., as business manager.

Jim Flint, formerly with noncommercial KLVX(TV) Las Vegas, appointed station manager, KLVM(FM) there.

Neil F. Rockoff, Eastern sales manager, CBS/FM Sales, New York, joins KNX-FM Los Angeles, as station manager.

Stanton Barnes, director of corporate research, King Broadcasting, licensee KING-AM-FM-TV Seattle, appointed business manager for FM.

Programing

Herb Gold, program production director, WFGA-TV Jacksonville, Fla., elected president, Television Programing Conference, at El Paso meeting. Other officers include: **Charles Rountree**, pro-

Back in action

Leonard H. Goldenson, the president of American Broadcasting Companies, was discharged Thursday (July 8) from Columbia Presbyterian hospital in New York, where he had been recuperating from a mild heart attack suffered May 29. He is expected to return to his office by the first week in August, ABC spokesman reported.

gram director, WBMG(TV) Birmingham, Ala., elected first VP; **Ray Dantzler**, program director, WTVT(TV) Tampa-St. Petersburg, Fla., elected second VP; **Ed Sexaver**, operations director, WSFA-TV Montgomery, Ala., elected secretary, and **Robert Hower**, program director, KTUL-TV Tulsa, Okla., elected treasurer.

Albert G. Hartigan, national sales manager, TelCom Associates, station consultant, New York; **Victor Bikel**, with sales staff, Metromedia Producers Corp., program producer, New York, and **Marvin M. Levine**, with sales staff, American International TV, program syndication firm, New York, all appointed regional sales managers, Winters/Rosen Distribution Corp., program distributor there.

Nat Cavaluzzi, Midwest sales representative, Chicago office, Century Broadcast Communications, program syndicator, joins CPM Programs, New York-based program producer and packager, as general sales manager.

Bob Dalchau, owner and operator, KTSN(AM) Burnet, Tex., joins Metromedia Producers Corp., New York-based program producer, as Southwest division manager, headquartered in Dallas.

John O'Leary, general sales manager, Transmedia, International program producer and distributor, New York, joins Reeves Production Services there as marketing manager.



Briggs Baugh, operations manager WBSN-TV New York, appointed field manager, affiliate relations for CBS Radio network there.

Jim Gross, director of marketing, Reeves Production Services, New

York, joins Teletronics International, also program production firm there, in newly created position of manager of post-production services.

Noel Schiff, administrative VP of J. H. Films, New York, appointed director of operations for Pictronic, new tape duplicating and trafficking division of Columbia Pictures Industries there.

News

Rudolph Brewington, news director, WOOK(AM) Washington, appointed to similar capacity with WWDC-AM-FM there.

George F. Kaywood, program director, WCSS(AM) Amsterdam, N.Y., joins

WABY(AM) Albany, N.Y., as news director.

Ben Chandler, anchorman, KMPC(AM) Los Angeles, rejoins KVMN(FM) Pueblo, Colo., as news director.

Joseph A. Saitta, news director, KIRO-TV Seattle, joins KRON-TV San Francisco as news program producer.

Charles W. Newcomb, news and public-affairs director, WSPA-TV Spartanburg, S.C., appointed public-affairs director for Spartan Radiocasting Co., which owns and operates WSPA-AM-FM-TV there.

Steve Bassett, with news staff, KNXT(TV) Los Angeles, appointed assignment editor, KTVU(TV) Oakland-San Francisco.

Brad Davis, general assignment reporter, WJXT(TV) Jacksonville, Fla., appointed assignment editor.

Paul Moyer, anchorman, KDKA-TV Pittsburgh, joins WCBS-TV New York, as news correspondent.

Patrick Emory, news reporter and news program host, KNXT(TV) Los Angeles, joins KDKA-TV Pittsburgh as anchorman and general assignment reporter.

Don Hickman, with NBC News, Chicago office; **Dave Layman**, with news staff, KPLR-TV St. Louis, and **John Evans**, with news staff, WMAQ-AM-FM Chicago, join KSTP-TV St. Paul-Minneapolis as reporters.

Garry Armstrong, news anchorman and writer, WHCT(TV) Hartford, Conn., joins WNAC-TV Boston as general assignment reporter.

Bob Starr, with WBZ-AM-FM-TV Boston, joins KTVU(TV) San Francisco as sportscaster.

Bob Bender, with news department, WEEI-AM-FM Boston, appointed newsman, WBEC(AM) Pittsfield, Mass.

Ben Chandler, newsmen, KMPC(AM) Los Angeles, joins KVMN(FM) Pueblo, Colo., as newsmen and management assistant.

Ready to run

William P. Hobby Jr., son of a former Texas governor and president of *The Houston Post*, with which KPRC-AM-TV is affiliated, has announced his candidacy for lieutenant governor of Texas ("Closed Circuit," May 31). Mr. Hobby, who has never held elective office, is expected to run on the Democratic ticket. His father, the late William P. Hobby, served as Texas's governor from 1917 to 1921. Although no other candidates have entered the race, it is expected that state Senators Ralph Hall and Wayne Connally, brother of treasury secretary, will oppose him for the nomination.

Promotion

Leslie Ann Taylor, assistant director of PR, Chemical Specialties Manufacturers Association, New York, joins Dancer-Fitzgerald-Sample there as press and PR manager.

Equipment & engineering

Roger F. Wilson, director of engineering, Teleprompter Corp.'s CATV division, named VP for engineering.

George Summerscales Jr., VP, Continental Telephone Corp., St. Louis, named VP for corporate marketing, Superior Continental Corp., broadcast equipment manufacturer, Hickory, N.C.

Marshall A. Ruehrdanz, president of Video Systems, TV systems distributor, Chicago, appointed regional manager, Telemation Midwest, equipment manufacturer there.

James Grainger, chief engineer, WGOE(AM) Richmond, Va., joins WRGM(AM) there in similar capacity while continuing at WGOE.

Harvey T. Wheeler, chief engineer, KPRC(AM) Houston, retires after 40 years with station. Mr. Wheeler helped build station's facilities in 1929.

Allied fields

William J. Hawkes Jr., manager of retail index statistical research services, A. C. Nielsen Co., Chicago, named VP.

Douglas Grimm, regional manager, Dallas office, American Research Bureau, appointed ARB division manager for Southern sales, directing sales in Dallas and Atlanta regions, while based in Dallas. Reporting to Mr. Grimm from Atlanta is **Paul Kelly**, former account executive, appointed Atlanta's regional manager in Southern sales division. **Robert D. Atkinson**, VP and director for radio sales, Starch/Hooper, research service firm, New York, joins ARB's New York office as regional manager, responsible for sales activity in group of Middle Atlantic states and reporting to James Moscarski, Eastern division manager.

International

Tom Gould, executive producer of news features and information, CTV Television Network Ltd., Toronto, appointed network's director of news features and information.

Pierre DesRoches, director of radio, French services division, Canadian Broadcasting Corp., Ottawa, appointed director of development, responsible for program planning, budgeting and

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evaluation for Canadian broadcast network.

Deaths

H. Leslie Hoffman, 65, founder and chairman of Hoffman Electronics Corp., El Monte, Calif., died June 24 in Zurich, Switzerland, after long illness. Mr. Hoffman's firm was major manufacturer of TV receivers in early 1950's and at one time owned what is now KQVR-TV (ch. 13) Sacramento-Stockton, Calif. Hoffman Electronics sold station in 1958.

J. H. Yuill, 73, pioneer Alberta, Can-

ada, broadcaster and president of Monarch Broadcasting Co., died July 3 after heart attack. Monarch Broadcasting owns CHAT-AM-TV Medicine Hat, Alberta. Mr. Yuill also was president of Medicine Hat Cablevision Ltd.

Leo Martin, 59, pioneer in broadcast education, died at his home in East Lansing, Mich., June 25. Mr. Martin served as head of Michigan State University TV and radio department from 1958-70. He also was past president of both National Association for Education by Radio and Television and National University Association for professional Radio-TV Education. Mr.

Martin was founder and member of board of Association for Professional Broadcasting Education. He is survived by his wife, Jean, and one son.

Beatrice Fry, 46, information editor, noncommercial KWSU-AM-TV Pullman, Wash., died of cancer June 14 in Spokane, Wash. Mrs. Fry had been on staff of Washington State University stations since 1957, serving as head of promotional activities and liaison officer with broadcast industry. She had also served Washington State Association of Broadcasters in various capacities. Mrs. Fry is survived by her husband, Richard, one daughter, and two sons.

ForTheRecord®

As compiled by BROADCASTING, June 29 through July 6 and based on findings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Action on motion

■ Hearing Examiner Chester F. Naumowicz Jr. in Los Angeles (Los Angeles Unified School District, Viewer Sponsored Television Foundation), TV proceeding, continued hearing scheduled for July 20 to Sept. 9; and ordered that parties' rebuttal presentations be introduced at that time (Docs. 19100-1). Action June 25.

Existing TV stations

Final actions

■ WMAB-TV State College, Miss.—FCC granted request by Mississippi Authority for Educational Television, Jackson, Miss., for waiver of station identification requirement of rules, for period of time not to exceed 90 days from commencement of operation of station. Action June 30.

■ WNJU-TV Linden, N.J.—Broadcast Bureau granted CP to change ERP to 12 kw vis. and 2.40 kw aur.; make changes in ant. system. Action June 25.

■ KORN-TV Mitchell, S.D.—FCC granted request by Mitchell Broadcasting Association Inc., for waiver of rules to permit dual identification of station as "Mitchell-Sioux Falls" station. Action June 30.

■ WBNB-TV Charlotte Amalie, Virgin Islands—Broadcast Bureau granted CP to change ERP to vis. 52.5 kw and aur. 5.25 kw; change type trans. Action June 28.

Actions on motions

■ Chief, Office of Opinions and Review, in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV], et al.), TV proceeding, granted request by Cowles Florida Broadcasting Inc. and extended to July 6 time to respond to comments on motion to strike supplement to petition for reconsideration filed by Central Florida Enterprises Inc. (Docs. 19168-70). Action June 24.

New AM stations

Actions on motions

■ Hearing Examiner Basil P. Cooper in Alexander City, Ala. (Martin Lake Broadcasting Co.), AM proceeding, granted petition by Broadcast Bureau and extended to July 23 time to file proposed findings of fact and conclusions of law, and to Aug. 4 time to file reply findings (Doc. 18782). Action June 29.

■ Hearing Examiner Frederick W. Denniston in Cleveland, Texas (Stephen Van Sadler), AM proceeding, on request of applicant extended to July 13 time to respond to written interrogatories of Broadcast Bureau (Doc. 19194). Action June 29.

■ Hearing Examiner Millard F. French in Franklin and Hackettstown, both New Jersey, (Louis Vander Plate and Radio New Jersey), AM proceeding, granted request by Broadcast Bureau and extended to Aug. 27 time to file proposed findings and conclusions, and to Sept. 17 time to file reply findings and conclusions (Docs. 18251-2). Action June 29.

■ Chief Hearing Examiner Arthur A. Gladstone in Mobile, Ala. (WABB Inc., et al.), AM proceeding, postponed indefinitely prehearing conference scheduled for June 29 (Docs. 19226-9). Action June 28.

■ Chief Hearing Examiner Arthur A. Gladstone in Guayama and Yabucoa, both Puerto Rico (Fidelity Broadcasting Co., et al.), AM proceeding, cancelled, in absence of Hearing Examiner James F. Tierney, all procedural dates and hearing for July 20; and scheduled further prehearing conference for July 21 (Docs. 19055-7). Action June 29.

■ Chief Hearing Examiner Arthur A. Gladstone in Greenwood, S.C. (United Community Enterprises Inc.), AM proceeding, ordered hearing presently scheduled for June 29, be postponed

indefinitely (Doc. 18503). Action June 28.

■ Hearing Examiner Isadore A. Honig in Jeanette, Pa. (Central Westmoreland Broadcasting Co.), AM proceeding, granted request of WHJB Inc., and extended to July 9 time to submit replies to proposed findings and conclusions (Doc. 19042). Action June 30.

■ Hearing Examiner Ernest Nash in Mt. Pleasant and Chariton, both Iowa (Pleasant Broadcasting Co., et al.), AM proceeding, dismissed request by Chariton Radio Co. for declaratory ruling or certification to review board (Docs. 18594-6). Action June 29.

■ Chief, Office of Opinions and Reviews, in Costa Mesa-Newport Beach, Calif. (Charles W. Jobbins), AM proceeding, granted motion by Crown City Broadcasting Co., and extended to Aug. 25 time to file applications for review of review board decision (Docs. 15752, et al.). Action June 25.

■ Chief, Office of Opinions and Reviews, in East St. Louis, Ill. (East St. Louis Broadcasting Co., Metro-East Broadcasting Inc.), AM proceeding, reaffirmed order of June 23 which granted petition of East St. Louis Broadcasting for extension of time to reply to Broadcast Bureau's comments and to Metro-East's opposition to East St. Louis motion for final decision (Docs. 17256-7). Action June 28.

Other actions

■ Review Board in East St. Louis, Ill., granted petition by East St. Louis Broadcasting Co., applicant for new AM at East St. Louis, for extension of time to and including July 6 to file responsive pleadings to petition to enlarge issues filed by Metro-East Broadcasting Inc., competing applicant for new AM in East St. Louis (Docs. 19256-7). Action June 28.

■ Review board in Pleasant and Chariton, both Iowa, AM proceeding, dismissed petition by Pleasant Broadcasting Co. appealing adverse rul-

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Summary of broadcasting

Compiled by FCC, July 1, 1971

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,328 ¹	3	12	4,343 ¹	53	4,396 ¹
Commercial FM	2,216	1	33	2,250	118	2,368
Commercial TV-VHF	500	2	10	512 ²	14	527 ²
Commercial TV-UHF	168	0	15	183 ²	74	269 ^{2†}
Total commercial TV	668	2	25	695	88	796
Educational FM	454	0	17	461	59	520
Educational TV-VHF	80	0	5	85	5	90
Educational TV-UHF	101	0	13	114	13	125
Total educational TV	181	0	18	199	18	217

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Indicates four educational stations on nonreserved channels.

† Does not include six commercial UHF TV's licensed but silent.

ing of hearing examiner denying joint petition for approval of agreement by Pleasant Broadcasting Co. and Chariton Radio Co., applicants for new AM at Mt. Pleasant and Chariton, respectively, which proposed withdrawal of Chariton from proceeding, substitution of Pleasant as applicant for Chariton, and dismissal of Pleasant's application for Mt. Pleasant (Docs. 18494-5). Action July 1.

■ Review board in Warren, Ohio, AM proceeding, denied petition by Chicago Federation of Labor and Industrial Union Council, licensee of WCFL, Chicago, to enlarge issues and conditions on application of North East Communications Corp. for CP for AM at Parma, Ohio (Doc. 19115). Action June 30.

Existing AM stations

Applications

■ KCHV Coachella, Calif.—Seeks CP to increase night power to 5 kw. Ann. June 24.

■ WENG Englewood, Fla.—Seeks CP to replace existing tower with new 197 ft. tower. Ann. June 18.

■ KHAK Cedar Rapids, Iowa—Seeks CP to change ant.-trans. site 1.2 miles east of city limits on U.S. Highway 30; increase tower height on #1 tower. Ann. June 21.

■ WIXY Cleveland—Seeks mod. of CP to add MEOV's to existing night pattern and relax MEOV's in minima. Ann. June 21.

■ KBEN Carrizo Springs, Tex.—Seeks CP to increase day power to 1 kw and install new trans. Ann. June 24.

Final actions

■ KEVT Tucson, Ariz.—Broadcast Bureau granted CP to change ant. trans. location to 2550 North Los Altos Avenue. Action June 30.

■ KHOS Tucson, Ariz.—Broadcast Bureau granted license covering changes of main trans., alt.-main, N-aux., D trans. Action June 30.

■ KPSI Palm Springs, Calif.—Broadcast Bureau granted license covering changes; trans. location redesignated as 1800 South El Cielo Road; studio and remote control 174 North Palm Canyon. Action June 28.

■ KQIQ Santa Paula, Calif.—Broadcast Bureau granted CP to change daytime operation from directional to nondirectional and make changes in ant. system; conditions. Action June 30.

■ WOL Washington—Broadcast Bureau granted CP to make changes in ant. and ground system; condition. Action June 30.

■ WCOF Immokalee, Fla.—Broadcast Bureau granted license covering changes to use former main trans. for aux. purposes only. Action June 29.

■ KWKY Des Moines, Iowa—Broadcast Bureau granted CP to replace expired permit for installation of new trans. for aux. purposes only. Action June 28.

■ KCLO Leavenworth, Kan.—Broadcast Bureau granted CP to increase the height of their northwest tower (no. 1) to 442 ft. Action June 28.

■ WKMF Flint, Mich.—Broadcast Bureau granted license covering changes for main trans. and license covering alt.-main N-aux., day trans. Action June 24.

■ KEYZ Williston, N.D.—Broadcast Bureau granted CP to change MEOV's on nighttime directional pattern. Action June 30.

■ WDRK Greenville, Ohio—FCC stayed June 9 action of commission which dismissed application of Lewel Broadcasting Inc. for renewal of station, pending its decision on Lewel Broadcasting's petition for reconsideration. Action June 30.

■ KPNW Eugene, Ore.—Broadcast Bureau granted mod. of license covering operation of main trans. by remote control from 1345 Olive Street, Eugene; remote control permitted; conditions; granted mod. of license covering operation of aux. trans. by remote control from 1345 Olive Street; remote control permitted; conditions. Action June 30.

■ WAYZ Waynesboro, Pa.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action June 29.

■ KLIF Dallas—Broadcast Bureau granted CPs to install new trans. for aux. day use and aux. night use. Action June 28.

■ KIKN Sinton, Tex.—Broadcast Bureau granted CP to make changes in ant. and ground system and specify a new directional pattern for nighttime operation. Action June 30.

■ WKTS Sheboygan, Wis.—FCC found WKTS Inc., licensee of WKTS, in violation of rules which prohibit ex parte (off-the-record) presentations to commission. Action June 24.

Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Denver (Action Radio Inc. [KTLK]), designated Hearing Examiner Forest L. McClenning to serve as presiding officer and scheduled prehearing conference for Aug. 12 in Washington, and hearing for September 13 in Denver (Doc. 19274). Action June 29.

■ Hearing Examiner Isadore A. Honig in Poughkeepsie, N.Y. (Olympian Broadcasting Corp. [WKTP]), AM proceeding, on request by Broadcast Bureau, postponed hearing from Sept. 22 to Sept. 23 (Doc. 19171). Action June 30.

Initial decision

■ Hearing Examiner Forest L. McClenning proposed denial of application for transfer of control of Jonquil Broadcasting Co., licensee of WYNX, Smyrna, Ga., from Laurence N. Polk Jr., to Times-Journal Inc. and M. W. Kinney Jr. (Doc. 18784). Ann. July 1.

Fine

■ KBFS Belle Fourche, S.D.—FCC notified Belle Fourche Broadcasting Co., licensee of KBFS, that it incurred apparent liability for forfeiture of \$500 for willful or repeated violation of rules by failing to maintain maintenance log during specified period of time. Action June 30.

■ KCGO Cheyenne, Wyo.—FCC notified North Star Broadcasting Co., licensee, that it incurred apparent liability for forfeiture of \$500 for willful or repeated violation of rules in that station was operated by unlicensed operator who signed operating log. Action June 30.

New FM stations

Final actions

■ Charles City, Iowa—Radio Inc. Broadcast Bureau granted 104.9 mhz, 3 kw. Ant. height above average terrain 100 ft. P.O. address 207 N. Main, Charles City, Iowa 50616. Estimated construction

cost \$24,283; first-year operating cost \$6,000; revenue \$9,000. Principals: L. J. Bromberg, sole owner, owns KCHA(AM) Charles City. Action June 7.

■ *Springfield, Mass.—Springfield Technical Community College. Broadcast Bureau granted 90.9 mhz, 10 w. Ant. height above average terrain 249 ft. P.O. address One Army Square, Springfield 01105. Estimated construction cost \$12,319; first-year operating cost \$500; revenue none. Principals: Dr. William G. Dwyer, et al. Dr. Dwyer is president, Massachusetts Board of Regional Community Colleges. Action June 14.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Donaldsonville, La. (Lafourche Valley Enterprise Inc. and Soul Broadcasters), FM proceeding, continued evidentiary hearing to Aug. 10 (Docs. 19004-5). Action June 24.

■ Hearing Examiner Frederick W. Dennison in Birmingham, Ala. (Voice of Dixie Inc. and First Security and Exchange Co.), FM proceeding, on request of Voice of Dixie Inc., extended to July 14 time to file findings of fact and conclusion, and to July 28 time to file replies (Docs. 18664, 18666). Action July 1.

■ Chief Hearing Examiner Arthur A. Gladstone in Battle Creek, Mich. (WVOC Inc. and Michigan Broadcasting Co.), FM proceeding, designated Hearing Examiner Charles J. Frederick to serve as presiding officer and scheduled prehearing conference for Aug. 12 and the hearing for Sept. 14 (Docs. 19272-3). Action June 28.

■ Chief Hearing Examiner Arthur A. Gladstone in Rochester and Henrietta, both New York, (Auburn Publishing Co., et al.), FM proceeding, granted, in absence of Presiding Examiner (Isadore A. Honig), request by Monroe County Broadcasting Co. and extended to June 29 time for further exhibit exchange (Docs. 18674-6). Action June 28.

■ Hearing Examiner Ernest Nash in Ardmore, Okla. (Douglas C. Dillard and Arbuckle Broadcasters Inc.), FM proceeding, dismissed motion by Douglas C. Dillard, to suppress interrogatories and granted motion to compel filed by Arbuckle Broadcasters; Douglas C. Dillard is directed to respond to interrogatories by Aug. 2; and by separate action granted petition by Douglas C. Dillard for leave to amend his application to reflect certain demographic information concerning Ardmore and Carter county, both Oklahoma, and statement to reflect change in employment of Douglas C. Dillard (Docs. 19198-9). Action June 29.

■ Hearing Examiner Chester F. Naumowicz Jr. in Corona, San Bernardino and Upland, all California (Major Market Stations Inc., et al.), FM proceeding, granted petition by KIPPCO for leave to amend its application to modify integration, other broadcast interests and other business interests representations contained in application (Docs. 19062-6). Action June 24.

■ Hearing Examiner Chester F. Naumowicz Jr. in Corona, San Bernardino and Upland, all California (Major Market Stations Inc., et al.), FM proceeding, on request by Manuel G. Martinez, dismissed his application; cancelled hearing scheduled for July 12 in San Fernando, Calif.; and ordered hearing for Aug. 23 in Washington (Docs. 19062-6). Action June 28.

■ Hearing Examiner James F. Tierney in Sun City, Ariz. (Alvin L. Korngold and Sun City Broadcasting Corp.), FM proceeding, denied motion by Alvin L. Korngold for dismissal with prejudice, application of Sun City Broadcasting Corp.; by separate action granted petition by Alvin L. Korngold for leave to amend his application to reflect revised and updated information by separate action granted petition by Sun City Broadcasting Corp. for leave to amend its application, and further ordered that amendment respecting section V-B, on condition of its proper modification, is also accepted provisionally (Docs. 19087-8). Action June 24.

■ Hearing Examiner James F. Tierney in Jefferson, Ind. (Wireless of Indiana), FM proceeding, granted petition by Wireless of Indiana for leave to amend its application to reflect additional information on ascertainment of community problems (Doc. 18615). Action June 24.

■ Chief Office of Opinions and Review in Leisure City and Goulds, both Florida (Resort Broadcasting Co. and Fine Arts Broadcasting Co.), FM proceeding, granted petition by Resort Broadcasting Co., and extended through July 16 time to file application for review of review board's memorandum opinion and order released June 17 (Docs. 18956, 18958). Action July 1.

Other actions

■ Review board in Wichita, Kan., FM proceeding, denied appeal from dismissal by FCC hearing examiner of application by KAKE-TV and Radio Inc. for construction authority for new Wichita FM (Docs. 18515-6). Action June 24.

Existing FM stations

Final actions

- **WZAM-FM** Mobile, Ala.—Broadcast Bureau granted license covering new FM; ERP 31 kw; ant. height 135 ft. Action June 28.
- **KLOS-FM** Los Angeles—Broadcast Bureau granted CP to install new trans. and ant.; ERP 68 kw; ant. height 2,915 ft. Action June 25.
- **KOSI-FM** Denver—FCC granted request by KOSI for waiver of rules prohibiting acceptance of application which creates new short-spacing; station's application to move its trans. site approximately 20 miles northwest from its proposed site accepted for filing. Action June 16.
- **KNUU(FM)** Tulare, Calif.—Broadcast Bureau granted license covering changes; ERP 870 w; ant. height 2,550 ft. Action June 28.
- **WDBO-FM** Orlando, Fla.—Broadcast Bureau granted license covering aux. trans. and ant.; remote control from trans. location. Action June 30.
- **WQYK-FM** St. Petersburg, Fla.—Broadcast Bureau granted license to resume operations; ERP 31 kw; ant. height 190 ft. Action June 28.
- **WAMX(FM)** Ashland, Ky.—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 400 ft. Action June 28.
- **KSHE-FM** Crestwood, Mo.—FCC granted Century Broadcasting Corp. short-term license renewal for station, to expire June 1, 1972. Action June 16.
- **WBIR-FM** Knoxville, Tenn.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 1,720 ft. Action June 28.
- **KBOX-FM** Dallas—Broadcast Bureau granted license covering changes; ERP 89 kw; ant. height 1,280 ft. Action June 28.
- **WACO-FM** Waco, Tex.—Broadcast Bureau granted CP to install new aux. ant. at main trans. location; ERP 2.40 kw; ant. height 410 ft. Action June 25.
- **WEZW(FM)** Wauwatosa, Wis.—Broadcast Bureau granted license covering changes. Action June 28.

Action on motion

- Hearing Examiner Chester F. Naumowicz Jr. in Albany, N.Y. (Regal Broadcasting Corp. [WHRL-FM], et al.), FM proceeding, on request by Broadcast Bureau, extended to July 23, time to file proposed finding; and by separate action, granted petition by Regal Broadcasting Corp. and WPOW Inc., and extended to July 9 time to file pleadings responsive to June 16 comments of Broadcast Bureau (Docs. 18210-12). Action June 29.

Rulemaking petition

- FCC proposed in response to four petitions, amendment of FM table of assignments to permit channel assignments at Carson City, Nev., Charleston, S.C., Fort Wayne, Ind., and Seward, Neb. Action June 16.

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following stations and their co-responding aux.: **KANO(AM)** Anoka, Minn.; **KBPT(FM)** Denver; **KHOL-TV** Kearney, **KHPL-TV** Hays Center, **KHQL-TV** Albion and **KHTL-TV** Superior, all Nebraska; ***KUNC-FM** Greeley, Colo.; **KVSO(AM)** Ardmore, Okla.; **WAMD(AM)** Aberdeen, Md.; **WAMG(AM)** Gallatin, Tenn.; **WAYE(AM)** Baltimore; **WJSW(AM)** Maplewood, Minn.; **WKAR(AM)** East Lansing, Mich.; **WKCW(AM)** Warrenton, Va.; **WZUM(AM)** Carnegie, Pa. Action June 30.
- Broadcast Bureau granted renewal of licenses for the following UHF translator stations: **K73AA**, **K76BH** and **K79AT**, all Bishop and Big Pine, Calif. Action June 30.

Other actions, all services

- FCC amended rules specifying length of time permitted for constructing new AM, FM and television broadcast stations following grant of CP's to include other broadcast and aux. broadcast services. Action June 30.
- FCC amended processing sections of rules to allow commission to act within 15 days from date application is accepted for filing, rather than former time period of 15 days after application for modification of facilities have been tendered for filing. Change effective July 13. Action June 30.
- FCC's Chief of the Broadcast Bureau's Complaints and Compliance Division, William B. Ray, informed The National Sportsman's Club, Dallas, that NBC did not violate the fairness doctrine in presenting its program *Say Goodbye*. Ann. June 30.

Modification of CP's, all stations

- **KFI(AM)** Los Angeles—Broadcast Bureau granted mod. of CP to extend completion date for aux. trans. and aux. ant. to Sept. 30. Action June 25.
- **KNDE** Sacramento, Calif.—Broadcast Bureau granted mod. of CP to operate with tower height of 217 ft. Action June 30.
- **KAPX(FM)** San Clemente, Calif.—Broadcast Bureau granted mod. of CP to change trans.; install vertical polarization; change ant.; ERP 28.5 kw; ant. height 490 ft.; remote control permitted. Action June 25.
- **KDKO(AM)** Littleton, Colo.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 25. Action June 25.
- **WDIZ(FM)** Orlando, Fla.—Broadcast Bureau granted mod. of CP to change type trans. and ant. (BMPH-13264).
- **WPPL(FM)** Blue Ridge, Ga.—Broadcast Bureau granted mod. of CP to change trans. and ant. Action June 25.
- **WBMD-FM** Catonsville, Md.—Broadcast Bureau granted mod. of CP to change type trans. and ant.; ERP 50 kw (horizontal) 45 kw (vertical); ant. height 243 ft. Action June 25.
- **WCUG** Cuthbert, Ga.—Broadcast Bureau granted mod. of CP to change ant.-trans. and main studio location to U.S. Highway 82, 2.8 miles west of the center of Cuthbert; change type trans.; conditions. Action June 28.
- **WCCM(AM)** Lawrence, Mass.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 17. Action June 25.
- **WALT(FM)** Meridian, Miss.—Broadcast Bureau granted mod. of CP to change trans. location to U.S. Highway 45, 2.5 miles south of city; make changes in ant. system; ERP 100 kw; ant. height 300 ft.; remote control permitted. Action June 25.
- ***KVNO(FM)** Omaha—Broadcast Bureau granted mod. of CP to change type trans. and ant.; ERP 2.90 kw; ant. height 680 ft. Action June 25.
- **K12HY** Beowawe and Crescent Valley, both Nevada—Broadcast Bureau granted mod. of CP to extend completion date of VHF translator to Dec. 30. Action June 30.
- **WMSJ(AM)** Sylva, N.C.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 16. Action June 26.
- **WATH(AM)** Athens, Ohio—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 1.—Action June 25.
- **WMNT-FM** Manati, Puerto Rico—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 1. Action June 23.
- **KOAX(FM)** Dallas—Broadcast Bureau granted mod. of CP and mod. of license covering name change to Able Communications of Texas Inc. Action June 25.
- **WFAA(AM)** Dallas—Broadcast Bureau granted mod. of CP's to extend completion dates for main and alt main trans. to Sept. 15. Action June 25.
- **K13HF** Uintah county, Vernal and Bonanza, all Utah—Broadcast Bureau granted mod. of CP for VHF translator to extend completion date to Dec. 23. Action June 23.
- **WJMA-FM** Orange, Va.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 30. Action June 23.
- **WISN(AM)** Milwaukee—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 11. Action June 25.

Ownership changes

Applications

- **WTHU(AM)** Thurmont, Md.—Seeks assignment of license from Leisner Broadcasting Corp. to Catocin Broadcasting Corp. for \$145,000. Seller: Victor Leisner, president. Buyers: Lauren A. Colby, president, and Benjamin J. Friedland, vice president, (each 50%). Mr. Friedland has been an engineer and announcer at several AM and FM stations. Ann. June 23.
- **KVOW(AM)** Riverton, Wyo.—Seeks transfer of control from Robert B. Fancher (33⅓% before, none after) and Dr. C. N. Sorenson (33⅓% before, none after) to Tony A. Kehl (33⅓% before, 100% after). Consideration: \$37,500. Mr. Kehl has interests in **KWOR(AM)** Worland, Wyo., **KVSH(AM)** Valentine and **KCSR(AM)** Chadron, both Nebraska. Ann. June 23.

Actions

- **WBFI(AM)** Southampton, N.Y.—Broadcast Bureau granted transfer of control of True Radio Broadcasting Inc. from Ira Littman, Herman Yel-

ion and Leon Stern (jointly 100% before, none after) to Roger Coleman (none before, 50% after), John G. Keljikan (none before, 45% after) and Ralph K. Keasing (none before, 5% after). Consideration: Sum not to exceed \$9,078. Mr. Coleman owns national radio rep firm and FM radio service company. Ann. Jan. 28.

- **KLTR(AM)** Blackwell, Okla.—Broadcast Bureau granted assignment of license from Communications Enterprises Inc. to Indian Nation Broadcasters for \$135,000. Sellers: J. R. Wootten, president, et al. Buyers: K. Patrick Elliott, president (50%), and Don M. Kelly, executive president (50%). Mr. Elliott is manager of **KHUZ(AM)** Borger, Tex., and owns land in Missouri. Mr. Kelly owns 89% of **KUSH(AM)** Chushing, Okla. Action June 30.

CATV

Final actions

- **WHW-60** New York—Cable Television Bureau granted CP for new community ant. relay local distribution service station to be used with CATV in New York; conditions. Action July 1.
- **Queensbury, N.Y.**—FCC granted petition by Normandy TV Cable Co. for authorization to add signals of **WSMW-TV** Worcester, Mass., and **WCAX-TV** Burlington, Vt., and to delete two distant Canadian stations, **CKWS (TV)** Kingston, Ontario, and **CBFT (TV)** Montreal. Action June 24.
- **WHW-59** Slatington, Jim Thorpe and Mahoning Valley, all Pennsylvania—Cable Television Bureau granted CP for new community antenna local distribution service station to be used with CATV systems in Slatington, Jim Thorpe and Mahoning Valley. Action July 1.
- **Front Royal, Va.**—FCC denied request of Television Antenna Cable Inc. operator of CATV at Front Royal, for waiver of program exclusivity rules to permit importation of distant signals of **WRC-TV** Washington and **WBAL-TV** Baltimore. Action June 30.
- **Newport News, Va.**—FCC ordered Hampton Roads Cablevision Co., operator of CATV at Newport News, Va., to stop carriage of Richmond stations **WTVR-TV** and **WWBT(TV)**, and Petersburg-Richmond station **WXEX-TV**, in violation of the mandatory stay provision of rules (Doc. 18841). Action June 24.

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Selling manager, suburban station, midwest. Experience, references, personal data to Box G-68, BROADCASTING.

Wanted—General Manager for small university station beginning FM broadcasting, part time, some professional experience in station management, metropolitan New York area. Contact Box G-82, BROADCASTING.

16mm Film Laboratory Manager. Experienced all phases color-B/W operation to include complete knowledge of quality control procedures, processing, printing, and single and double system editing. Good salary and benefits. Please send complete resume and references. Washington, D.C. Needed immediately. Box G-96, BROADCASTING.

General manager—superb opportunity for an aggressive sales-oriented "pro". The man selected for this beautiful new AM-FM combination must have top qualifications, for which he will be very well paid. If you're now a sales manager or general manager, and would like to make a profitable move to one of the East coast's fastest growing and attractive areas, then rush your resume, which will be held in strictest confidence, to Box G-99, BROADCASTING.

New FM stereo station, 50,000 watt, medium-sized Michigan metropolitan area, segmented music (album and conservative pop) format with local news emphasis, to go on air after September 15. Recruiting for key staff positions including sales manager, program director/chief announcer, news director, chief engineer/announcer, and second announcer. Seek strong functional managers with experience and maturity. Send information regarding experience, interests, and salary requirements to Box G-124, BROADCASTING.

General manager for midwest FM station owned by a major-market broadcast chain. Must be self-starter, with heavy sales experience. Will have complete charge of operation. Box G-134, BROADCASTING.

Management ability with sales experience for new small town AM, approximately 200,000 within 0.5 mil contour—air ability not required. Promotion from station manager to general manager likely when P&L is in black. With luck we will be programming regularly two months before Christmas. WGLX, Box #161, Galion, Ohio 44833.

Sales

Advanced sales training provided experienced radio-man with drive. College or equivalent business experience. Prefer businessman type 25 or over. Start at modest guarantee and leap forward as you apply what you learn. Midwest city under 50,000. Resume, photo. Box F-220, BROADCASTING.

Unusual opportunity for experienced pro in beautiful, dynamic Phoenix. Must be creative, ambitious, dedicated. Good music AM/FM operation part of growing chain. Send recent billings record and resume to Box G-16, BROADCASTING.

Immediate opening—Top-fifty market. Send resume. Box G-37, BROADCASTING.

50,000 watt country music formatted facility, rated #1, needs a sales manager that can lead and sell. Excellent opportunity. Box G-41, BROADCASTING.

Growing midwest radio company has a need for personnel beyond its ability to use its own people. Our steady growth has created a need for a sales oriented Station Manager, a Sports Director, and experienced engineer, a salesman, and an announcer. Our company provides opportunity as well as security, with full hospitalization, profit sharing, growth oriented management and an atmosphere in which radio professionals can grow. We are all radio and in markets in the Midwest. We would like to hear from you. Write Box G-60, BROADCASTING, with background, salary needs and reasons why you are the person we need. E.O.E.

Full-time AM radio station in top 50 New York state market needs professional retail salesman. Should enjoy selling up-tempo MOR to retailers. Excellent opportunity to grow with division of publicly owned corporation. Box G-97, BROADCASTING.

Sales continued

Iowa major market AM-FM combo wants salesman with substantial small market selling experience in Iowa or adjacent states. Major industrial market. Top pay. Equal opportunity employer. Box G-133, BROADCASTING.

Immediate opening at top 10 market contemporary station for self-starting salesman, to take over account list presently billing \$8,000.00 per month. Can lead to sales manager within year. Box G-135, BROADCASTING.

Midwest opening for salesman-newsman. Salary and commission, \$7,800 guaranteed. Resume, photo. Box G-142, BROADCASTING.

Powerful N.J. AM needs 2 salesmen looking for home and real future. Complete resume to Box G-143, BROADCASTING.

Sales mgr. & salesman—experienced, professional, creative. Small market near Pittsburgh. Draw vs. commission, no charge-back. Pay on billing, beautiful area, recently remodeled station, staff recreational facilities, fine equipment, fine staff—24-hr.-a-day MOR. Heavy sports. Operation in the Black. Contact Bill Ellis, General Manager, WCVI, Connelville, Pennsylvania 15425. Phone (412) 628-1111.

Modern-contemporary-format WWPV, Palatka, Florida offers free rein and top dollar to right sales manager. Write fully outlining experience, references and availability.

Aggressive salesman needed nationwide. Prefer under thirty; single. Rush photo and resume: Stage 70 Syndications, Box 1121, Decatur, Illinois 62525.

General Sales Manager wanted for dynamic broadcasting operation. National representative experience preferred. Good administrative background. Major market. 12817 Pine Tree Lane, Oxon Hill, Maryland 20022.

Announcers

Major northeast 50,000 watts needs contemporary air personality. Also need qualified production director. Please send tape, resume, and checkable references. Box F-121, BROADCASTING.

Contemporary station in Pennsylvania searching for top quality jock. Grow with a growing group. Send complete details with audition tape. Box G-78 BROADCASTING.

Group operator searching for talent for top 40 and MOR stations in midwest markets. Production ability a plus. Send tape, complete resume and earnings. All applicants will be notified. Box G-92, BROADCASTING.

Immediate openings. Versatile morning man needed for one of Pennsylvania's leading radio stations. Happy, bright, clever and above all entertaining. If you've got it, you could join this major group operation. Company benefits. Make your move now—send tape and resume to Box G-93, BROADCASTING.

Soul jock, must be clean for Drake type Black format. Please send tape, resume, photograph and salary requirements. Box G-101, BROADCASTING.

Night jock for New England contemporary station. Salary \$85 with chance to grow. Many benefits. Not a rat race. A good place to work. Box G-110, BROADCASTING.

Experienced contemporary disc jock for medium northeast market. Pleasant area, frequent raises, profit sharing, bonus plan, hospital and life insurance and professional people to work with. We want you to stay and grow with us. Send tape and resume and salary requirements in first letter. All tapes to be returned. Box G-111, BROADCASTING.

Wanted: Morning man who understands vital need of community involvement and who is steady and reliable and in his late 20's or early 30's for a southern Ontario major market—lovely family type town. Excellent position for the right man. Canadian preferred or someone familiar with Canadian culture. Please send audition tape. Apply Box G-136, BROADCASTING.

Powerful N.J. AM needs MOR announcer with copy ability. First phone helpful but not necessary. Tape and resume to Box G-139, BROADCASTING.

Announcers continued

Tan your hide and improve your talents . . . "More Music" rocker needs jock. KHLO, Hilo, Hawaii.

Opening soon—board, MOR, C/W, news, features. Some play-by-play if qualified. Send application and audition tape. Station Manager, KOFO, Ottawa, Kansas 66067.

First ticket deejay. No maintenance. Late afternoon tour. Excellent salary. Experienced. For pop-contemporary 5000 watt station. Great area. Resume and tape immediately. Tim Burns, Program Director, WAHT, P.O. Box 15, Lebanon, Penna.

Chicago FM rock station seeking crazed, but mature announcer. Must have commercial, progressive radio experience. Interested in well-read, imaginative, positive person. Must have quiet, hip sense of humor. Send edited tape and resume to: Cruise Director, WDAI, 360 N. Michigan Ave., Chicago, Ill. 60601.

Suburban northern Virginia stereo FM needs mature-voiced staffer with a minimum five years experience and polished commercial delivery. Excellent working conditions and salary negotiable. Send tape and resume to John Morrissey, c/o WEZR, 3909 Oak Street, Fairfax, Virginia 22030.

Stable Wisconsin good music station near Mpls-St. Paul needs experienced, mature announcer. Must be 3rd endorsed and dedicated to programing excellence. Send tape, pix, salary requirements and complete resume to Bob Smith, WIXK-AM-FM, New Richmond, Wis. 54017. We demand loyalty, integrity and a professional attitude. We offer the same in return.

If you love traffic, production, news gathering, running a tight deejay program, you're what I'm looking for. If you really don't love radio, forget this ad. Send resume, non-returnable tape to: Paul Sidney, General Manager, WLNG AM and FM, Box 815 Sag Harbor, Long Island, New York 11963.

Technical

Chief engineer for directional AM-FM stereo. Must be very experienced, know his business, be a willing worker and take pride in his work. Ours is a small, but fast growing market in the nicest climate in southern California. Excellent clean facilities. Start up to \$700 per month plus great fringe benefits. An equal opportunity station. Send resume, references, picture to Box F-245, BROADCASTING.

Small market Maryland station: First phone man for transmitter watch. Box F-298, BROADCASTING.

Outstanding income for radio engineer at southeastern small market owner-operated station. Must be experienced in AM, FM, automation and background music installation and maintenance. Added income for selling background music. Family man preferred. Box G-59, BROADCASTING.

Need chief engineer-announcer for southeastern AM-FM stereo operation. Send resume with references to Box G-76, BROADCASTING.

Experienced, professional chief engineer for leading California stereo station. Give full details. Reply in confidence to Box G-107, BROADCASTING.

An excellent station in a mid-western market under 20,000 is looking for a family man with ambition and at least 4 or 5 years basic engineering experience. Opportunity is outstanding; pay is excellent. Send resume. Box G-126, BROADCASTING.

Need experienced first class engineer (announcer) for FM-stereo/SCA operation. Must have complete knowledge in maintenance and repair or transmitter and studio equipment. Send resume, salary requirements and tape. WGGR-stereo, Duluth, Minnesota 55802.

Chief engineer . . . experienced in audio, directional and stereo required. Send resume to General Manager, WGOM/WMRI, Box 538, Marion, Indiana.

Mature engineer with first license for chief. Experience in maintaining AM and FM stereo transmitters, plus audio, absolutely required. Willingness to accept direction and work with owner a must. Give complete outline of experience and ability; include photograph. Need car. Salary \$8,000.00 plus, depending on past experience and ability. General manager, WEPM, P.O. Box 767, Martinsburg, W. Va. 25401.

Technical continued

WPOK AM-FM, Pontiac, Illinois needs chief engineer (Anno). Knowledge in AM direction FM/SCA. Want mature individual who will perform responsibility as chief engineer, all functions. This is a position for a family man. State salary required and background.

Need experienced engineer-announcer AM-FM, last four engineers completed college degrees while here in southeast. A two-way opportunity. Forward resume, references, tape to James Ballard, Middlesboro, Kentucky 40965.

News

Wanted immediately—medium size market in northeast. Box G-38, BROADCASTING.

45 min N.Y.C. If you're young, single, and eager to get the necessary experience to grow and develop as a first rate broadcast journalist . . . join a first rate Westchester station. Need 3rd fulltime guy or gal who can dig and write local news. Send nonreturnable tape and resume. Equal opportunity employer. Box G-115, BROADCASTING.

We are building the best small market local news operation in the USA. If you are experienced and can dig, write and report objectively; if you are politically independent; and if you truly believe you can help us reach our goal, send tape, pix, salary requirements and complete resume to Bob Smith, WIXX-AM-FM, New Richmond, Wis. 54017. We demand loyalty, integrity and a professional attitude. We offer the same in return.

Programing, Production, Others

Major southeastern modern country station seeking aggressive, creative program director. Send complete resume, aircheck first letter. Box G-44, BROADCASTING.

Situations Wanted

Management

Your station not a credit to the community, a debit to your bank account? You've got problems. Let me help. South. Box G-29, BROADCASTING.

10 years experience, 6 in major markets as A.P., M.D., P.D. Looking for management. Not a salesman; an adult programmer with a proven format as salable as canned beer. 28, currently employed, no hurry. Write G-75, BROADCASTING.

Soul P.D. or operation manager production, first phone. Box G-84, BROADCASTING.

Modern country pro. Familiar all formats. Former owner. Strong sales, programming, administration. Seek association with aggressive station or group. A doer. Now in New England. Consider all areas. Box G-119, BROADCASTING.

Business manager, strong major market station background . . . seeking right move from agency back to broadcasting. Phone (201) 768-1253 or write Box G-123, BROADCASTING.

We could make such beautiful music, news and sports together. If you have the radio station, I have the knowledge, experience and conviction to make your station the best it can be. I prefer life in Boston and New England. Write Box G-131, BROADCASTING.

"On the beach at Waikiki" but could be in your town tomorrow. Former general manager Mullins News-radio Denver, V.P./gen. mgr. KHUM TV/AM Honolulu, Gen. Sls. Mgr. KOA TV Denver, VP H-R Television. Ready to go to work. Bill MacCrystall, Box G-137, BROADCASTING.

16½ years successful, profitable one station management/sales record. Available now. Resume, or personal interview. Paul Parker, 1004 Clyde Drive, Jacksonville, N.C. 28540. 919-455-0019.

Station sold . . . New owner runs it himself. 25 years in broadcasting at your service. General manager, all phases, strong on sales. Prefer small to medium market, am now in top 100 and making money. Have good reputation for building "dogs". Present employer knows of this ad. Phone 704-536-9167. Available almost immediately.

Successful general manager, available immediately. 15 years broadcasting experience includes sales, announcing, play-by-play sports, promotion. Proven track record in management and sales. Family man, excellent references. Currently earning \$20,000 plus—solid pro—will relocate. Telephone 304-599-4544 or forward all replies to Jim Feather, Route 4, Box 10-A, Morgantown, West Virginia.

Sales

Aggressive, energetic young man. Six years experience radio, all departments. Presently selling. Desire opportunity to make in excess of \$12,000 in sales. Want to work with professionals. For resume write Box G-2, BROADCASTING.

Announcers

Michigan . . . surrounding area, dj, copy, production, experienced, 1-313-881-9348 or Box F-134, BROADCASTING.

Disc jockey, newscaster, announcer, salesman, experienced, dependable, creative, versatile, tight board and third endorsed. Box F-252, BROADCASTING.

1st class FCC combo-man announcer-DJ-newscaster looking for a start—professionally trained for one year—available now. Box F-257, BROADCASTING.

24-hour stations. Interested in programming modern country music all night? So am I. Prefer west or southwest location. 5 years experience. 1st phone. Box G-4, BROADCASTING.

Announcer with first phone, one ratings, ambition, family, looking for position with good medium or major market station. Will travel. Box G-32, BROADCASTING.

Black D.J.—third-experienced—reliable. Can work any type station, mature. Box G-57, BROADCASTING.

Play-by-play, experienced, energetic, young, air-shift, uncumbered, relocate. Box G-62, BROADCASTING.

Hard working rock jock wants stable position with a future. 3½ years experience. Programming background, good voice, tight board—strong on production and news. Married—1 child. Box G-79, BROADCASTING.

First phone, draft exempt, age 23, single, no experience. Box G-85, BROADCASTING.

1st phone looking for position in upstate New York area. Well trained in all phases of broadcasting. Box G-86, BROADCASTING.

Experienced, versatile, radio broadcaster, with some TV and film training. 26, third, B.A., family. Seeks radio or TV position. Box G-95, BROADCASTING.

Disc jockey/sportscaster, two years experience, third endorsed, available immediately. Box G-98, BROADCASTING.

Good morning ideas—meet Judge Gregg, Sarah the secretary and others plus good delivery. Reliable, permanent, checkable. Southeast-southwest preferred. Box G-102, BROADCASTING.

Moving up to middle New England market. Your chance to take advantage of my versatility. Good production, promotion, talk, news, sports, also some copywriting experience. Married, military vet. Dependable, not a floater. Box G-104, BROADCASTING.

First phone, four years experience rock/news/stable. Box G-105, BROADCASTING.

College graduate, first phone, 9 years experience in Rock, MOR and Production. Box G-108, BROADCASTING.

An announcer with two years experience, including some major market news, seeks employment in Radio or Television. Box G-109, BROADCASTING.

Nek York State. Announcer-engineer-news. All first class. Sales top. Twenty years solid experience. Expect commensurate pay. Available now. Box G-114, BROADCASTING.

Female DJ, experience, versatile, creative, tight board control and third endorsed. Box G-117, BROADCASTING.

Experienced sports PBP announcer/reporter seeks challenging job sports broadcasting. Also 3 years news experience. Now located suburban New York. Will relocate. Box G-121, BROADCASTING.

Sage wit, great voice P.D. looking for contemporary station. Box G-128, BROADCASTING.

First ticket, tight pro sound, 2 years, MOR, C&W, or contemporary, young and dynamic. Box G-130, BROADCASTING.

First phone . . . four years experience . . . audience pleaser . . . stable . . . high ratings . . . presently employed Box G-138, BROADCASTING.

Announcer/play-by-play. Married—four(4) years in present job—1st phone, desire to settle with medium market sports minded station on the east coast. Box G-141, BROADCASTING.

Looking for a good Black announcer? Tevis Mike has worked for me for three years. We have trained him and he is good. He is a great soul jock but has more—he can work top-40, too. He has three years college—super personality, great M.C. He is ready for a bigger market. Our deal—when he is ready we will help him. Call me, Bob Freeman, General Manager, KEYN AM & FM, Wichita, Kansas. (316) 942-4222.

Announcers continued

#1 soul jock in top 10 market is ready to become programmer. (504) 822-1265. 1524 Owens #D N.O., La. 70122.

Six years MOR/C&W—some sales—first—excellent broadcast references—26—married—B.A.—Navy officer—August discharge. Tape, resume. Don McClow, 904-264-8409, after 5. Midwest preferred. No small markets please.

Detroit . . . part, full, anything to remain. Experienced. 881-9348.

Top-40 jock. Currently employed at Pulse rated #1 station in top-50 market. Single, military complete, 3rd endorsed. 313-234-0111.

Announcer—third phone. Sincerely desire to learn broadcast sales. Seeking dual position. Happy to relocate. Family man. Age twenty-one. Tape, resume, picture immediately available. Bob Warford, 408-732-7168.

Black announcer-newsman, with six months experience, first class ticket, two years college . . . ex-Marine, 24 years old, married. Willing to trade dedication and hard work for opportunity to gain experience in any phase of radio . . . job references available. Jim Scott, P.O. Box 500, Waukegan, Illinois 60085. Available September 1st.

No goof off! Returned to industry with five years experience as MOR jock, newsman, production and sales. Need permanent position Florida coast, southeast-southwest. Presently employed. 914-LYric 8-4609.

First ticket, College graduate, 9 years in rock, MOR and production. Prefer West Coast. Roy Arpan, 745 Dickens, Chicago, Ill. 60614.

Professionally trained announcer seeks challenging air shift. MOR, or . . . good production, copy. 3rd, tight board. Tony Michaels, 714-298-2572.

3rd endorsed; draft exempt; single; rock jock, production, experience, but will work any format; need commercial experience, will relocate. Robert Powers, 914 238-3350.

Florida—first phone, 6 years same station, seeking new challenge. Write c/o Ed, Box 208B, Daytona, Florida 32041.

1st phone, promising, eager, sincere. 23, single, draft free. 1 year experience. Paul Krakus, 1-513-825-2430.

Married, 23, military complete, recent broadcasting school grad, some experience, 3rd endorsed, relocate. Bob Keen, (301) 736-7294, 7463 Keystone Ln., Forestville, Md.

Top flight pro—uptempo MOR to contemporary—major and medium market experience—3rd end.—married—security a must. (602) 274-5072.

Fits like an old shoe for your midnight 'till dawn slot. 914-LYric 8-4609. Southeast-Southwest preferred.

Situations Wanted Technical

First phone. AM-FM-TV, prefer southeast, transmitter. Box G-9, BROADCASTING.

Progressive chief engineer desires new challenge. Experience includes major market, AM and FM. Box G-22, BROADCASTING.

Experienced 1st, 49'ish, has resume for you. Long years experience at the price of a six week wonder. Box G-55, BROADCASTING.

Experienced, reliable, practical 1st phone engineer. Southwest. Permanent. List abilities, references, etc. Box G-64, BROADCASTING.

Moving to Lansing, Michigan, August 1st. Present CE, AM-FM, automation, 2-way, rules experience. Available for contract or part time engineer. Box G-77, BROADCASTING.

Mature experienced chief engineer major regional desires change. Long experience all phases broadcast engineering. Deep southeast. Box G-80, BROADCASTING.

25 yrs. old, married, first class engineer with 3 yrs. experience, seeking position with medium market top-40 station. Aircheck and resume available. Contact Alan Bianco, 3094 Lynnwood, Streamwood, Illinois 60103. AC 312-289-5151.

News

Talented sportscaster—8 years play-by-play experience—major college football, basketball, baseball—seeks major college or pro football play-by-play. Box G-36, BROADCASTING.

Situations Wanted

News continued

DJ, young, tight board, news, commercials, ready now. Box G-87, BROADCASTING.

Sportscaster, experience includes New York air exposure, leading harness track caller, can do basketball, color, production, writing ability. Box G-112, BROADCASTING.

Experienced program director . . . newsmen, with first phone, available immediately. 8 years prior experience. \$700 month. Resume and tape on request. Box G-113, BROADCASTING.

Sports-play-by-play-experienced D.J.-MOR and C&W-strong news-good production. Military service completed. Box G-118, BROADCASTING.

Experienced broadcast newsmen seeks permanent position as reporter with station serious about news. College degree . . . draft exempt . . . family man. Currently news director suburban New York regional. Will relocate. Box G-120, BROADCASTING.

Conscientious Black newsmen seeking additional experience . . . ex-Marine, two years college, TV camera and console operation, third class ticket. Job references available. Jim Scott, P.O. Box 500, Waukegan, Illinois 60085. Available September 1.

Broadcast journalist. Ten years radio experience. University graduate. Married. Immediate availability. Seek position as major market reporter or small-medium market news director. Jack Marlowe, 1748 South Willard Avenue, Janesville, Wisconsin 53545.

Available-news director-talk show host-sports play-by-play-small medium market in south-south-west-married-34. Telephone 606-743-4949.

Tight board-radio school grad-third phone-good news and commercials. Eager to learn. North Carolina. Larry Knott, 919-346-3168.

Programing, Production, Others

Hardworking, experienced program and news director. Seven years experience all phase of broadcasting. \$175 minimum. Audition tape and resume, write Box G-3, BROADCASTING.

Attention small and medium market. In the red or too close for comfort? Eight cents will show you my resume. Box G-81, BROADCASTING.

Production manager position wanted by experienced producer-director in top-40 market. College graduate, married, dependable. Box G-88, BROADCASTING.

AERho Broadcasting Fraternity, B.S., 5 years experience-1 year postgraduate commercial. Creative, musical programming knowledge and intuition beyond my years. Seeking educational or commercial facility, particularly FM stereo, which acknowledges listeners as intelligent, tasteful adults. Box G-127, BROADCASTING.

TELEVISION

Help Wanted Management

Local sales manager opening soon for southwestern VHF station. Wonderful town to raise a family. Beautiful landscape of forests and lakes. No traffic jams. Clean air and water. Forward-thinking, growing city. Station has competent, goal-oriented staff. Base salary plus percentage of sales. A real challenge to a proven winner, with documented success in television retail sales. Must be strong personal salesman with administrative ability and be able to prove it. Prefer sales management experience. Send resume and current picture in strict confidence to Box G-94, BROADCASTING.

Sales

Exceptional opportunity for an experienced salesman with TV production company in Miami. Must know local market. Send resume, picture, billing record and letter. G-71, BROADCASTING.

Compania de Produccion en Miami ofrece magnifica oportunidad para vendedor experimentado. Debe conocer el mercado local. Mande resume, foto, record de venta y carta. Box G-72, BROADCASTING.

Experienced local salesman for highly rated station with tradition of putting emphasis on outstanding local production and programing. Start with good base, excellent billing, and account list. Conditions are ideal for advancement and big earnings. An excellent opportunity with top network station with profit sharing plan in upper middle-size midwest market. Box G-91, BROADCASTING.

Announcers

Radio-TV-host-producer-writer needed at Penn State University for farm, home, garden, and ecology broadcasts. Over \$10,000, plus vacation, medical, educational, other benefits. Require degree, experience, on-air personality, drive. Send resume and SOF or VTR to Cordell Hatch, 13 Armsby, University Park, Pa. 16802. An equal opportunity employer.

Technical

TelePrompter Corporation is selecting personnel for the following positions in both operating CATV systems and new systems beginning construction: Chief technician: Minimum of 7 years direct experience in CATV system test, maintenance, operation, layout, head-end work, customer service, management of personnel and vehicles, and construction practices. Radio-telephone license but not necessary. Construction manager: Minimum of 5 years experience in CATV system construction, customer service installations, plant rearrangements, strand mapping, pole line engineering, to supervise contractors during new plant construction, provide liaison with engineering, coordinating flow of materials, etc. Maintenance technician: Minimum of 4 years direct experience in CATV system test, maintenance, operation, head-end work, customer service and service installation. Join TelePrompter, the largest and most active CATV operator for the best opportunities! Send resume to Roger Wilson, TelePrompter Corporation, 50 West 44th Street, New York, New York 10036.

News

News director for medium-sized market in southeast. Must be experienced newswriter, editor and proven on-air man. Resume with VTR air check to Box F-140, BROADCASTING.

Meteorologist needed for on-air work in major market VHF television station with complete weather facilities. Only experienced on-air professionals will be considered. Send resume to Box F-251, BROADCASTING.

TV news director for CBS affiliate in North Central market. Director's responsibilities include administration of department, on-air assignments, production of documentaries and moderator for public service programs. Starting salary \$15,000-\$20,000. Station dominant in market . . . No. 1 news rating . . . excellent opportunity with listed company interested in further development of news facilities. Only experienced department heads considered. Forward complete resume, photo, tape and references to Box G-52, BROADCASTING.

Programing, Production,

Others

Producer-writer for Kentucky Educational Television. To produce and write programs for state, regional, and national broadcasts. Should be experienced in television and film production. Minimum of two years experience as a producer-writer. Salary open. Position available now. Box G-73, BROADCASTING.

Producer-directors for Kentucky Educational Television. To produce and direct instructional and public programs for state, regional, and national broadcasts. Minimum of two years experience as a producer-director in color television production. Salary open, dependent upon experience. Position available now. Box G-74, BROADCASTING.

Top 15 station is looking for young, brilliant, aggressive, imaginative producer for prime time magazine-variety type program. Please send resume. Box G-103, BROADCASTING.

Television Situations Wanted

Management

Executive/administrator-Eleven years experience-strong production background starting at ground level and advancing to G.M. of major independent house-experience stresses areas of finance, budgeting, sales and personnel-strong believer in moral, ethical professional business practices-takes charge-individual who will get results-mid-thirties, college background, family man-expert executives package for professional contribution to your firm. Inquire Box G-116, BROADCASTING.

Announcers

Does anyone still need a pro? Fifteen years experience news, weather, talk show, strong commercial man. Married, three children. Resume and VTR on request. Frank Starr, 5404 Sidney Road, Cincinnati, Ohio 45238. Phone (513) 922-0579.

Technical

Progressive chief engineer and operations manager, with major market experience, seeks new challenge. Well versed in AM, FM, VHF, UHF, Color and remotes. Box F-286, BROADCASTING.

Video tape editor, heavy experience in all phases of production, 1st phone, 27 years old. Box G-129, BROADCASTING.

First phone, professionally trained eight months in the operation of television equipment, above average work, will relocate. Lee Erickson, 5037 Bakman Ave. #3, North Hollywood, Calif. 91601. (213) 985-7418.

Switcher, first, studio, transmitter, New York anywhere. 315-478-8856. Box F-240, BROADCASTING.

News

Award-winning reporter (Los Angeles Press Club; American Political Science Association) . . . 32, MJ, w/news director-anchorman-production exp., seeks TV-news, field-reporting challenge. Single, will relocate. Box G-83, BROADCASTING.

TV sports director, strong play-by-play, college graduate. Box G-100, BROADCASTING.

Programing, Production, Others

Director: Now A.D. with top-ten market station. Seeks new challenge. Married, 26, draft exempt. Box G-18, BROADCASTING.

Program and production (TV) manager from top 15 market. Interested in reliable firm to build feature with. Family man, very reliable, strong programing, strong production, sales oriented. 15 years experience. Will consider a position in smaller market. Box G-89, BROADCASTING.

Award winning continuity writer, slide to chroma key, speed, originality, salesman's buddy. Box G-125, BROADCASTING.

TV producer-director/cinematographer-editor, BA, top ten experience, military complete, interested in medium market with creative opportunities. Box G-140, BROADCASTING.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Ilurbide St., Laredo, Texas 78040.

Collins FM exciter type 830-A or similar direct FM exciter, also audio clock for automation system. Box G-56, BROADCASTING.

Used late model 3 or 4 Plumbicon Color camera. Contact Jim Locker, KSWO-TV, Box 708, Lawton, Oklahoma 73501.

Small television station will pay cash for good TR-3 color video-tape machine. Call collect: Mr. Oakley, Phone (618) 253-7837.

For Sale Equipment

Kellax-styroflex. Large stocks-bargain prices-tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

For sale, extremely reasonable, 200 foot insulated, lighted Truscon tower now in use. Available August 1971. Box E-287, BROADCASTING.

Gates Criterion 80 Stereo cart machine. Playback only. Factory fresh, factory carton. \$895. Box F-154, BROADCASTING.

Gates Solid Statesman FM limiters (m6631). Two available for stereo. 9 months old. \$1195 for both. Box F-155, BROADCASTING.

Radio station transmitters: Dallas-Fort Worth Regional Airport extends the date for opening proposals for 50 KW and 5 KW AM transmitters from July 20, 1971, to September 20, 1971. Both transmitters are in operating condition and are surplus due to relocation of Stations WFAA/WBAP from the Airport site. For particulars see our ad in this magazine, dated May 17, 1971.

Used ITA 5KW AM broadcast transmitter now in operation and tuned to 970 khz. Priced as is. Will accept highest reasonable offer. Box G-43, BROADCASTING.

3 KW FM transmitter RCA BTF-38 used on 107.1. Spare tubes included. New final 3 mos. before removed from service. Old exciter included. \$1,200, any reasonable offer will be considered. WSJM Inc., 414 State St., St. Joseph, Mich. (983-3392).

Capstan idlers for Ampex 300, 350, 440 series, self aligning with replaceable ball bearings. \$22.50 net. VIF International, Box 1555, Mtn. View, Cal. 94040. (408) 739-9740.

One stop for all your professional audio requirements. Bottom line oriented. F.T.C. Brewer, Box 8057, Pensacola, Florida 32505.

FOR SALE Equipment

continued

Gates-sub-carrier generator M-5689 and sub-carrier inserter M-5688, \$850.00. One extra M-5689, \$350.00 (less AT-1). All three units for SCA \$1,000.00. One unit on 67KC. Will trade on CBS AM Audimax & Volumax or FM Audimax. (803) 563-4371.

Mobile telephone closeout. Just 3 GE DTO-3 Mobile phones for Bell Manual areas. 5-channel. \$500 each. First come first served. Radio East Co., 1485 First Avenue, N.Y.C. 212-628-1326.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

1971 Tests-Answers . . . Original exam manual for F.C.C. First and second class licenses. Plus "Self-Study Ability Test." Proven! \$9.95. Satisfaction guaranteed. Command, Box 26348-R, San Francisco 94126.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

Automation Tapes! Library sold outright or subscribe: 90 new songs monthly. Formats: Contemporary, MOR, Country. Response Radio, Box 150, Lafayette Hill, Pa. 19444.

"Free" catalog . . . everything for the deejay! Comedy, books, airchecks, wild tracks, old radio shows, and more! Write: Command, Box 26348, San Francisco 94126.

BBC-produced live 13 week popular classics concert series—under \$20.00 per show most markets. 301-656-9609.

Gagorama #1 brightens programming! 350 fresh, funny one-liners, \$3.00. Richard Hanlon, 3736-A North Pennsylvania, Indianapolis, Indiana 46205.

Spots recorded for small market stations . . . send copy for sample. Box G-15, BROADCASTING.

Interested in Christian format for your station? We can help you! Call Dr. Crews, Christian Radio Consultant, 912-432-6436 or write Box 942, Albany, Ga. 31702.

INSTRUCTIONS

Attention Broadcast Engineers: Advance yourself. Earn a degree in electronics engineering while you remain on your present job. Accredited by Accrediting Commission, NHSC. Course approved under G.I. bill. Be a real engineer—higher income, prestige, security. Free brochure. Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

First class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools**. Write or phone the location most convenient to you. ELKINS INSTITUTE*** in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

ELKINS*** in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757

ELKINS in Connecticut, 800 Silver Lane, East Hartford, Connecticut 06118. Phone 203-568-1110.

ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Florida 33139. Phone 305-532-0422

ELKINS*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844

ELKINS*** in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210

ELKINS*** in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-581-4747

ELKINS*** in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687

ELKINS in Missouri, 4655 Hampton Avenue, St. Louis, Missouri 63109. Phone 314-752-4441.

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 We're looking for an MOR personality who can best be identified as "interesting". Send your air check and resume with references to:
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Experienced, Professional Chief Engineer for leading California stereo station. Give full details. Reply in confidence.

BOX G-106, BROADCASTING

News

Immediate NEWS

Opening at leading 50,000 watt Country Music station. Rush tape, resume & recent photo to:

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VP, News
KRAK
P.O. Box 6347
Sacramento, Calif. 95860

Programing, Production, Others

WANTED SCHOOL DIRECTORS

New chain of Broadcast schools, top guarantee plus commissions. Openings in Illinois, Wisconsin, Ohio, Texas, Pennsylvania and other eastern areas. Broadcast and sales background essential. Reply

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FULL-TIME FLORIDA AM

WQXT, Palm Beach, is available for sale to qualified buyer for \$350,000 cash or \$450,000 on terms. Valuable beach front property, additional \$200,000.

Call Norman Knight, 617-262-1950.

FOR SALE Stations continued

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BOX G-31, BROADCASTING

Southern Calif. AM/FM

Single station market, excellent cash flow, outstanding growth potential, full time, non-directional, 675 M principals only.

BOX G-39, BROADCASTING

FOR SALE—CALIF.

Single station market full time AM. Excellent growth. Asking \$265,000 with 29% down, balance terms to be arranged.

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"I started working for this company for 18 bucks a week and a streetcar pass. The difference now is that I don't get the streetcar pass any more."

Not quite. True, Andrew Martin Ockershausen is right where he started in broadcasting 22 years ago—at the WMAL stations in Washington, D.C. But his role in that company's scheme of things is decidedly reversed. Then he was the "go-fer" for WMAL(AM). Today he is the secretary-treasurer and assistant general manager of all the Evening Star Broadcasting stations (WMAL-AM-FM-TV; WLVA-AM-TV Lynchburg, Va., and WCIV-TV Charleston, S.C.)—a position of even more consequence in the Star organization than even those imposing titles suggest. He is, moreover, the new chairman of the radio board of directors of the National Association of Broadcasters—a position of consequence equal to the title.

There is one similarity between Mr. Ockershausen's early career in broadcasting and his more recent eminence. "You could do everything then," he recalls, referring to his "hands-on" experience at all jobs within a radio station's orbit—from doing "color" on local football games to handling network Lawrence Welk remotes from Glen Echo amusement park. He's still trying to do everything, but the focus has changed from wrestling with gaffer tape to wrestling with such management problems as negotiating a new contract for coverage of the Washington Redskins to such community problems as designing an educational television system for Virginia to such industry problems as working out a music licensing arrangement with ASCAP. The pace is constant but he takes it in stride: on a recent evening he was scheduled for appearances at a meeting of the Bicentennial Commission, a board reception for the First National Bank of Washington and a meeting of the Northern Virginia Educational TV Association. He didn't find time that day to get in a quick set of tennis at the Army-Navy Country Club, but he did manage a dozen or so sets that weekend.

The question is not what makes Andy run? It's how does he run so far and so fast without breathing hard?

The second must go unanswered. To the first one might say he is genuinely motivated by both interest in his profession and concern for his community—in his personal case a community he's lived in all of his life: he was born in Washington on March 13, 1929, and with the exception of service as a staff sergeant in the Air Force during the Korean war, has been there since.

Washington—among its other attractions—is a great radio market, attests Mr. Ockershausen, whose radio facility owns unquestioned dominance over all

Emerging leader in broadcasting's second generation

parts of the broadcast day in that city. It's "Los Angeles East," he says, referring to an "enormous drive time" that begins at dawn and stretches well into the evening hours. It's also virtually depression-proof, due to the large concentration of government and military that seems to be a national fixture regardless of administrations or general

Week's Profile



Andrew Martin Ockershausen—secretary-treasurer, assistant general manager, Washington Star Group; b. March 13, 1929, Washington, D.C.; attended University of Maryland, American University; joined WMAL(AM) Washington as page, became successively traffic clerk, radio producer, television salesman (for WMAL-TV), returned to WMAL as national sales manager; became station manager in 1960, general manager WMAL-AM-FM in 1965, named to present position in 1970; elected to board of directors Evening Star Broadcasting Co. 1971; served in U.S. Air Force during Korean war; chairman, radio board of directors, National Association of Broadcasters; member Broadcast Pioneers, International Radio & Television Society; member of boards Northern Virginia Educational TV Association, Metropolitan Washington Board of Trade, Better Business Bureau, Washington Heart Association; past president Advertising Club of Washington, Grocery Wheels of Washington; m. Betty Overly, 1954; son Kurt, 13.

economic fluctuation around the country.

Others, outside the Washington radio scene, would agree with his analysis of the favorable economic indicators there, but might disagree with the quality of the radio current therein. A widespread belief in the business is that, for the most part, the city's broadcasting industry is dull indeed—primarily, the opinion goes, because licensees operating within the grade A contour of the FCC tend to play things on the safe side. A really "progressive" station, this same opinion holds, could "go through the roof" if it ever challenged the Capital status quo. Says Andy Ockershausen: "They'll have to go through us first. We own the roof."

They didn't always. When Mr. Ockershausen came on the scene in a management way WMAL was seventh or eighth in the market. The way up was expensive—"You have to be willing to make an investment, both in your station and your town, if you want to be big-time in broadcasting," he says now—but eventually very much worth it. Mr. Ockershausen feels the WMAL station operation is now comfortably within the top 20 in the country in terms of profits. It took—and holds to—the middle of the road in getting there. "But that's a very wide road in today's radio," he notes.

Mr. Ockershausen began making a national mark on the industry scene as a member of the radio code board in 1966. He was elected to the radio board in 1969, became its vice chairman last year and its chairman this year. The end of the line is obviously far from sight.

His real "greening" in industry affairs began with membership on the full NAB's executive committee, an association he continues as radio board chairman. There is where the real action is on such key broadcasting involvements as a rapprochement with the cable industry ("It should have happened 10 years ago"), code matters ("We should never have gotten into time standards"), leading the fight to protect broadcasting against increasing threats at renewal time, and—for a man with a radio constituency—keeping that part of the industry from being tarred with television's brush (as it was, he believes, in the case of cigarette advertising).

Andy Ockershausen falls back on some truisms in his approach to these and the other problems which occupy his professional attention. "We really don't know how strong we are," he says, referring to his belief that broadcasting has yet to succeed in communicating its case to the public. "United we stand, divided we're in trouble," he says, referring in general to the front he feels the industry should take on vital issues.

Given his lead, the industry might.

Madame Commissioner

President Nixon's announcement of his intention to nominate Representative Charlotte Reid, Illinois Republican, to the FCC is both timely and significant. Her credentials are uncommonly good and the appointment fulfills the President's commitment to name more women to high posts.

Mrs. Reid will take to the FCC more than a valuable congressional background. She was once a radio performer (NBC-Blue Network-Breakfast Club staff vocalist, 1936-1939). She is more sensitive to the needs of the people, particularly in the Midwest and small-town America, than are the pressure groups that operate by theory and that are making themselves felt more and more in broadcast regulation.

Interim Commissioner Thomas J. Houser, also an Illinois Republican, steps aside to make way for Mrs. Reid. Mr. Houser, a Chicago attorney, was eager to stay on the FCC. He is affable and hardworking. But while he meant well, he too often has been misled by members of his staff who, like other young activists, seem bent upon doing in today's broadcaster rather than aiding in the growth of a sound, publicly accepted system mandated by the laws of the land.

We hope Mr. Houser finds contentment and success in another area where his considerable talents and energy can best be demonstrated. He would help himself if he exercised greater care in selecting his staff.

Live and let live

One quick look around the Sheraton Park hotel in Washington last week during the annual convention of the National Cable Television Association was enough to perceive that the CATV business had reached significant size. In bustle of delegates, spread of exhibits and extent of agenda it was like conventions of the National Association of Broadcasters not so long ago.

It is probably oversimplification to suggest it, but we do so anyway: The cable business is now big enough to act like a grownup. The broadcasting business has been big enough to act that way for years. Maybe it's time they both started measuring up to size.

A conference of cable and broadcast representatives was to be held last Friday, at the invitation of the organized owners of copyrights. The purpose was to effect a compromise on cable coverage in the copyright legislation now in work in the Congress. Hopefully that purpose can be realized. It won't be, however, as long as the cable interests keep dreaming of conquering the world and broadcasters keep believing that cable can be forever arrested.

Prior restraint

Now that the Commerce Committee has obeyed the demand of its chairman and voted to cite Frank Stanton and CBS for contempt, the top leadership of the House must step in to rescue it from the folly of taking up the matter on the floor. Presented in its current light, the issue would be likely to receive the same ritualistic treatment that has been given it at subcommittee and committee level: The vote would hinge more on the endorsement of the sanctity of chairmanships than on consideration of the law.

It is absurd that an issue so imbedded in the legal underpinning of this country should have been argued to this point by a Harley Staggers whose familiarity with constitutional law is, to put the best light on it, primitive. What is needed, before the House as a whole is asked to vote,

is a constitutional review by a committee qualified to make a constitutional judgment.

That the Commerce Committee lacks that qualification has been made clear by its chairman himself. Mr. Staggers has repeatedly asserted that the First Amendment is not at issue in this case.

It is not for us to tell the leadership where this citation ought to be sent, though the Rules Committee or Judiciary Committee come to mind. The citation ought, however, to be sent somewhere for dispassionate, legal consideration—which it cannot get on the floor now.

A little less than promised

The "landmark decision"—a Federal Trade Commission press agent's term—in which ITT Continental Baking Co. agreed to devote 25% of its Profile bread's advertising budget for one year to "corrective" ads (BROADCASTING, July 5) turns out to be a good deal less than the term implies. It was "landmark" in the sense that no advertiser had ever agreed to carry any corrective ads before, but what Continental agreed to was nothing like the strictures the FTC had in mind when it first started talking about requiring "corrective" ads.

When the idea of corrective advertising was first invoked in the as yet unresolved Chevron gasoline and Hi-C cases, the FTC insisted that the products must either forgo all advertising for a year or devote 25% of their advertising time and space to affirmative disclosures that the FTC had accused them of false and deceptive advertising, citing chapter and verse (BROADCASTING, Oct. 5, 1970). Profile bread's "landmark decision" apparently commits it only to forgo advertising the product as part of a weight-control diet and devote 25% of a year's budget to advertising in which the "corrections" are presented in the context of avoiding possible public misunderstanding without reference to any FTC charges.

Presumably the FTC intends to apply its corrective-advertising theory on a case-to-case basis, demanding more here and less there according to whim or whatever. It is an arrogant and noxious theory at best, but the Profile bread agreement appears to stop far short of what the FTC had led people to think corrective advertising would be. In those terms it makes the use of "landmark decision" a clear case of deceptive labeling.



Drawn for BROADCASTING, by Sid Hix

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Harlem Prep doesn't pretend to have all the answers. But it does show young people of all races and religions that society hasn't really failed them. Nor have they failed themselves.

The Humble Companies Foundation provides some of the funds this school needs to keep

it going. Because we've learned, as we go about our business of making good products and a fair profit, that there's added satisfaction in doing something more for people.

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RCA's TT-50 FH. The latest from the company that's been number one in TV transmitters since TV began. It's the most solid state VHF color television transmitter ever made. It uses the latest technology.

Performance specs are 100 percent better than any previous generation transmitter.

For example, visual amplitude vs. frequency response went from ± 1.5 dB to $+0.75$ dB. Modulation capability (visual) from 10% to 3%. Subcarrier phase vs. brightness from $\pm 7^\circ$ to $\pm 2^\circ$. Differential gain from 1.5 dB to 0.5 dB maximum. And harmonic radiation from -60 dB to -80 dB.

The TT-50FH has solid state diode modulation at carrier frequency and sideband shaping at the output, so you get greater assurance of spectral purity than from any other transmitter. With only two tuned visual amplifier stages, the TT-50FH is easy to maintain. The fewer stages, the less adjusting, the less chance for trouble.

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That's what superior performance is all about. That's what the TT-50FH is all about. The number one transmitter from the number one company.

RCA